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Biz Bits

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[Change: Healthcare](#) takes tech tools to Pennsylvania researchers

A Nashville tech firm aimed at bringing information to health care consumers is now going to help medical researchers.

Change: Healthcare, and its Web-based tools, has been tapped to help a medical research group increase the speed of bench-to-bedside medicine.

The Keystone Institute for Translational Medicine — an alliance of three Pennsylvania medical institutions led by **Temple University** — is researching the genetic, behavioral and social causes of diseases such as diabetes, hypertension, lung disease, obesity and certain cancers that affect urban and rural Pennsylvanians.

GeneSyn IP Ventures is leading a group of technology providers to support the institute's mission and develop new tools to quicken the pace for translating medical research discoveries to solutions in patient care.

The venture capital firm has turned to Change: Healthcare to help researchers connect with patients and doctors.

Co-founded by Christopher Parks, Change: Healthcare is aimed at helping people save money and make better health care decisions. The company's Internet-based technology provides users access to a variety of health care information and social networking to share experiences and attitudes about medical providers' quality, cost access and performance.

"We are searching for leaders within the Health 2.0 community, like Change: Healthcare, who can bring experience and tools to bear in transforming medical knowledge," says Dr. Elliot Menkowitz, chairman of GeneSyn IP and Temple alumnus.

— **Lori Becker**