**Spark: Florence Healthcare**

Working title: "Clinical Cloud"

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Today, it takes an average of ten years and $1.2 billion to bring a new pharmaceutical from the test tube to the market. Three of those years are spent on clinical trials, which can cost over $100 million each. Despite such a huge upfront investment, most new drugs fail to earn FDA approval. The founders of Florence Healthcare, a member of Flashpoint's fifth batch of startups, identified a key contributor to the length of time and cost of clinical trials: paper.

As the entire world, and more specifically healthcare, accelerates towards digital and away from paper records, the realm of clinical drug trials lags behind. Dr. Michael Kassin, one of Florence Healthcare's co-founders, told us that every patient who participates in a clinical trial "has an elaborate patient binder...with huge amounts of inputs and data at every stage of the clinical trial." All that data is currently being recorded and stored on paper.

Florence Healthcare is removing that roadblock to efficiency by taking all the data from clinical trials, organizing it, and making it more accessible to the healthcare professionals who require the data. The key to this solution is protection from outside manipulation of the data, patient privacy, and strong auditing capabilities.

One of Dr. Kassin's co-founders, Ryan Jones, explained the mission of Florence Healthcare by telling us that "we change how drugs get to market by giving pharmaceutical manufacturers better access to patient data from the clinic."

Florence Healthcare is moving from conception into a product development phase. . They will graduate from Flashpoint in May, and recently earned a Top 4 place in the 36/86 Pitch Competition at Atlanta Tech Village. The company was formed when the three co-founders, including AirWatch veteran Andres Garcia, met at ATDC and Tech Square Ventures Founder Blake Patton encouraged them to apply to Flashpoint.

Florence Healthcare, named partly after Florence Nightingale (founder of modern nursing) as well as a honor to Dr. Kassin's mother, who inspired compassion for others, and who was born in Florence, Alabama. The company is hiring.