



Kestrel Innovation

Powered by NewFoundry

A SaaS, cloud-based platform enabling digital innovation for technical and non-technical idea owners



One Powerful platform

Kestrel is a fully managed platform enabling innovators to create PoC¹ prototypes faster and scale them to launch by removing technical barriers related to compliant, secure data collection.

“Using Kestrel gave me the freedom to focus on my research, because the platform has taken care of all of the HIPAA and PHI compliance issues.”

— Dr. Jessica Mellinger,
Michigan Medicine



Launch Proof-of-Concepts Faster

Develop your PoC or MVP² faster with zero time wasted on solving the DevOps, infotech security, and HIPAA compliance puzzles.



Security for Entire Life Cycle

Guaranteed secure handling of data from the point of collection, to storage in the cloud, and back again.



Compliant Data Storage

Quick access to a secure data platform with 24/7 monitoring and HIPAA, PHI, PII, FERPA, GDPR, and CCPA compliance met.



Flexible Integration of Data Sources

Innovators are less restricted on the use of connected device data and app front-end UI/UX³.



INNOVATORS



DATA SOURCES



¹PoC = Proof of Concept

²MVP = Minimal Viable Product

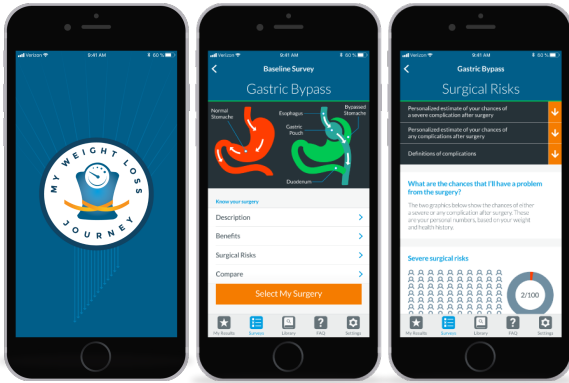
³UI/UX = User interface/User Experience





Kestrel in action

Kestrel is powering innovation at the University of Michigan and Michigan Medicine, with fast setup times, maximizing the impact of an innovator's resources while accelerating creation of PoC and MVP.



MICHIGAN MEDICINE

My Weight Loss Journey

Created a powerful and intuitive iOS and Android mobile application to allow clinicians to lower risk, drop the rate of readmission, educate patients, and shape positive behavior, as well as guide physicians on which topics to address at follow-up appointments based on patient survey responses.

"Kestrel is so turn-key, once I made the decision to use the platform, I did not have to worry about any IT, security, or compliance issues. All my efforts were directed to my research."

— Dr. Amir Ghaferi

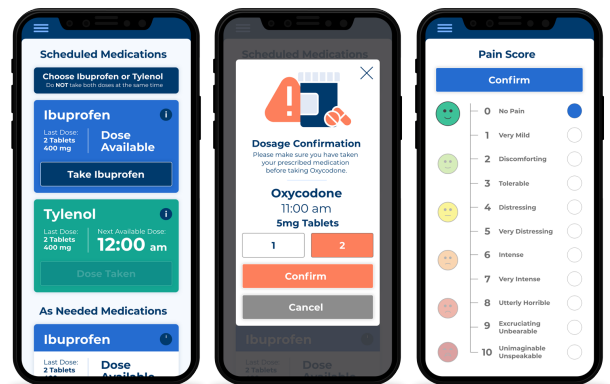
MICHIGAN MEDICINE

Pain Pilot

Enabled a research study to gain visibility into how post-op surgery patients use OTC & prescription opioid pain medications in relation to the pain curve. Monitor & encourage medication use behaviors. Trend-based actions are suggested (e.g. patient to call their doctor) or taken (e.g. provide proactive information).

"Kestrel provides an excellent platform to obtain, retain and manage data in a secure, compliant and confidential environment."

— Dr. Mark Cohen



Three easy steps from idea to launch

1

Consultation

1 Hour | \$0

Free consult with the Kestrel team to scope the study's cloud storage and functional requirements

2

Deployment

within 48 hrs | \$0

Deploy a dedicated cloud platform that fits your needs

3

Operation

starting at \$500/mo.

Cost is based on the cloud storage and specifications of your study



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