



## Biomedical and Health Informatics Lecture Series

Course Website: [Link](#)

**Tuesday, April 3, 2012  
12:00 - 12:50 p.m., Room T-663**

**Derek Streat, Co-Founder and CEO, Medify, Inc.  
and  
Jay Bartot, Co-Founder and CTO, Medify, Inc.**

### **“Patient ‘edu-powerment’ – A technology-based approach to making medical research transparent and interactive for patients and families”**

Join us to learn how award-winning Seattle-based Medify, an innovative health data company, is engaging patients in their own healthcare by arming them with information previously accessible only by health professionals. The Company is enabling a future where better health outcomes are influenced and achieved with insight from the world's richest database of real patient experiences, behaviors, and outcomes. The Company's first product, *Medify.com*, helps people find and make sense of complicated but valuable medical research with interactive discovery tools and visualizations that expose a wealth of relevant data about the treatments, experts, and outcomes for patients just like them studied in the research. Medify has already amassed the world's richest and most dynamic collection of proven patient outcomes – hundreds of millions of them all vetted by medical professionals -- accessible online and in one place.

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**Derek Streat** was inspired to start Medify after struggling to best manage the care of his daughter and her medical condition. As CEO, he is responsible for the overall vision and direction of Medify. Derek is motivated to solve hard problems that make a difference in the lives of people who need real help. Previously, he served as VP of New Ventures at Unitus, a financial firm that empowered millions of poor workers in third world countries by arranging tiny loans for their personal businesses (also known as microfinance). Prior to Unitus, Derek served as co-founder and CEO of Adready, a venture-funded provider of hosted marketing services that sought to provide small businesses the same clout as larger competitors in the online display advertising market. Before that, Derek was a member of the initial executive team at Classmates Online, a 60+ million member online community that connected people with their old school and work mates. As VP of Strategic & Corporate Development, he was responsible for developing and executing the Company's growth, financing and liquidity strategies, including the sale in 2004 to a public company. He also served as VP of Business Development and General Manager of Classmates' advertising and media business. Derek began his career as an investment banker and institutional research analyst. He graduated from the University of Iowa.

**Jay Bartot.** As CTO of Medify, Jay has responsibility for all technology and product development efforts at the Company. Jay's passion for startups, Internet technologies and data mining goes back over 15 years. At Netbot, which built the Internet's first consumer comparison shopping tool (acquired by Excite in 1997), Jay was a Senior Software Engineer and later Engineering Manager. After a stint at Excite, Jay left to co-found AdRelevance, the first technology-driven online advertising measurement service (now owned by Nielsen/NetRatings), where he was VP of Engineering and later Chief Technology Officer. Jay's focus on data mining technologies was in full swing when he joined Sightward as VP of Engineering, a startup developing enterprise data mining applications. Seeking a challenging data mining problem and intrigued by the vertical application of data mining technology in travel, Jay joined Oren Etzioni at the inception of Farecast in late 2003. There he co-developed an early prototype of the predictive technology, and later built the engineering team and led the development of Farecast's full suite of technologies. Farecast was acquired by Microsoft in April of 2008. Jay studied computer science and music at the University of Iowa.