



*Accelerating entrepreneurial success.*

**FOR IMMEDIATE RELEASE**  
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## **LAUNCH NY AND BEN SAYERS PARTNER TO CO-INVEST \$100,000 IN HEALTH TECH STARTUP PATIENT PATTERN**

Upstate New York, September 07, 2017 – Launch New York (Launch NY), a venture development organization (VDO) committed to supporting the success of high-growth potential startups most likely to make significant economic impact in Upstate New York, today announced it has teamed up with successful entrepreneur, Benjamin P. Sayers, founder and former CEO of VoIP Supply, to co-invest \$100,000 in Patient Pattern, a Buffalo based health technology startup.

“For anyone who has been on a health care rollercoaster with an elderly loved one, the idea that there is a better way to base clinical decisions and provide individualized care that goes beyond simply considering their age and existing conditions, is a heartfelt relief,” said Marnie LaVigne, President and CEO of Launch NY. “We have been providing Patient Pattern with pro-bono business support and mentoring since shortly after they formed in 2013 and have seen them put their intuitive evidence-based tool for clinicians into use to make a real difference in how our loved ones receive care. We are pleased to be part of this solution because of Patient Pattern’s genuine commitment to improve health outcomes for elderly patients coupled with their deep knowledge of clinician needs.”

Patient Pattern was founded by a geriatrician, Dr. Steven Buslovich, and IT entrepreneur, Brett Kellgren, who formed the company and developed a clinical software solution based on a predictive health risk algorithm for aging patients. The software addresses many of the physical and emotional pain points elderly patients and their loved ones experience during and after receiving care in nursing home and post-acute care facilities. By bridging the knowledge gap through data science and providing clinical decision support, the solution is well on its way to enabling clinicians to better treat the 53 million high-risk patients known to be frail and residing in these settings.

Patient Pattern software has already successfully implemented their solution in facilities across Western New York including several large health systems and multiple nursing homes. The company is now geared up for rapid national expansion from partnerships they formed with Electronic Health Record (EHR) companies and Regional Health Information Exchanges (RHIO) to better integrate their solution with these widely distributed healthcare platforms. They are also actively working with nursing home chains across several states including; California, Colorado, Indiana, North Carolina, and South Dakota.

“We founded Patient Pattern to address pain points in caring for the aging population and to bridge an important gap in knowledge,” said Dr. Buslovich. “By combining data science with clinical decision support, we created a solution that gives clinicians an optimal way to identify and manage the millions of patients out there known to be classified as frail. This \$100,000 investment will give us the resources to hire key talent, build national awareness, and hit the business milestones needed to position us for future funding.”

Patient Pattern was recently recognized as “Top Innovative Startup of 2016” by the magazine PM360, a monthly journal aimed at marketing professionals and in pharmacology, biotech, and medical device industries and is a semi-finalist in this year’s 43North competition, the world’s largest business plan competition.

“I was first introduced to Patient Pattern by a family member who explained the impact that their innovative software will have on the health of aging patients,” said Ben Sayers. “This introduction combined with my own 20 plus year history as a passionate entrepreneur, lead me to meet with Dr. Buslovich and learn more about their detailed business plans. I also collaborated with Launch NY to learn more about this promising company. After that, I had no reason to hesitate investing.”

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**About Launch New York:**

The mission of Launch New York, Inc. (Launch NY) is to identify, support, and invest in high-growth, high-impact companies and catalyze the entrepreneurial culture in the 27 counties comprising the western half of Upstate NY. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development through best practices, proven activities of experienced business mentoring, and seed capital investing in order to create investment-ready companies which have the promise to create significant economic impact and jobs for our region.

Launch NY uniquely fills the gap in connecting all of Upstate’s entrepreneurship education and programs to a pathway to success via unique seed capital access and high-quality mentoring support through eighteen experienced local entrepreneurs-in-residence and a national mentor network of 2000 industry, business, and investment experts. Launch NY was formed as a result of collaboration between private and public stakeholders in Upstate New York to create successful, sustainable strategies that would foster a robust self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-location with partner organizations in Binghamton, Ithaca, Rochester and Syracuse. It has served over 700 companies comprising more than 1,960 jobs since starting operations in 2012. For more information, see [www.launchny.org](http://www.launchny.org).

**About Benjamin P. Sayers:**

Ben is the Founder and Former CEO of VoIP Supply. He has been a serial entrepreneur since childhood. Ben has built several companies over the past twenty years, all growing rapidly and successfully and eventually being acquired. VoIP Supply was recently sold to a Canadian public company in June of 2017 after fifteen years of growth as a voice-over-IP business solutions company. Ben is a hands-on leader who draws on his past experiences in business start-up and management as well as technical expertise in telephony, software development and practical software application. He is currently a consulting member of the leadership team at VoIP Supply, the company he founded. Ben is also back in the start-up space himself as he builds his newest venture, Trade Show Stars, a business being developed to help companies achieve a greater return on their investment when exhibiting at tradeshows.

Ben has won several awards including Buffalo Business First’s Forty Under 40 in 2006, making the list at the age of 33. Ben spent several years attending college both at Canisius College and State University at Buffalo with various studies related to computer science and Japanese language/culture.