



# Partnership Profile

## Intelligent Medical Objects Case Study

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## Intelligent Medical Objects

**Investment Status:**  
Current

**Ceo:**  
Ann Barnes

**Location:**  
Rosemont, IL

**Investment Date:**  
2022

**Vertical:**  
Healthcare (HC),  
Technology & Business  
Solutions (TABS)

**ISO:**  
Healthcare IT,  
Identified  
Vertical Software

**Cross-sector Strategy:**  
Software

Powering a healthcare data company

## The Description

We're partnering with intelligent medical objects to develop growth strategies and build out the organization to scale.

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## The Opportunity

Intelligent Medical Objects (IMO) is a healthcare data enablement company and market leader in clinical terminology software. Its technology enables doctors and nurses to input diagnoses into electronic health records systems using their own medical lexicon, without needing to manually map that terminology against thousands of codes specific to major healthcare reimbursement systems. As a result, IMO's software helps hospitals, healthcare systems and physician practices reduce costs and improve billing accuracy. With mission-critical technology enabling providers to deliver better care, IMO had an opportunity at the start of our partnership to accelerate its growth.

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## The Challenge

IMO's core platform already fulfilled a critical need for providers by enhancing clinician operational efficiency while improving the accuracy of medical records and billing & coding. However, the company wanted to expand its reach into new markets via innovative product offerings and strategic M&A.

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## The Results

Our partnership with IMO focuses on achieving scale through new product capabilities, organic growth initiatives, M&A and investments in its go-to-market function.

### Expansion planning

Together with company management, we completed long-term strategic planning by developing a prioritization framework for product development and implementing an M&A strategy.

## A robust sales team

We helped conduct key personnel searches to execute against our Value Creation Plan, including a buildout of the sales organization.

If you'd like to learn more about THL's activity in Healthcare IT or Identified Vertical Software or other Healthcare ISOs like Bioprocessing, Pharma Services, Home-based Care, Consumer Healthcare, or MedTech Services, contact THL's healthcare team today.