

Serial entrepreneur's latest startup gives docs a dose of AI

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Serial health-tech entrepreneur [John Fraser](#)'s latest venture is seeking \$2 million in financing for an artificial-intelligence system that helps diagnose medical conditions.

The Minneapolis-based company, Treatment.com, is developing Merlin, a product Fraser views as a co-pilot for time-strapped doctors who often only get 15 minutes to evaluate patients. The company's system ranks potential diagnoses based on data from sources such as individual health records, medical research and devices like pacemakers.



John Fraser, CEO of
Treatment.com
TREATMENT.COM

Merlin will integrate with existing electronic medical records systems. The company's customers will ultimately be health care providers that want to provide the tool to their physicians.

Treatment.com's initial focus will be the primary care market, said Fraser, who previously founded Minneapolis-based Ability Network, which completed [a \\$550 million recapitalization in 2014](#), and health-IT firm ApeniMed, which was sold in 2013.

Treatment.com is seeking a round of debt financing through crowdfunding website Fundable.com. The capital would go toward refining the startup's product as it seeks a partnership with a large health system. Unlike sites such as Kickstarter, Fundable only lets accredited investors put money into companies.

Fraser decided to try the crowdfunding approach partly so his company could cast a wider net for potential investors. "Why not why not get your deal out as widely as possible?," he said. "We're hoping it's easier. We'll know in a few months if it is or isn't."

Treatment.com has about a dozen employees. The company's executive team also includes Chief Medical Officer Dr. [Kevin Peterson](#), a professor at the University of Minnesota Medical School; and Chief Innovation Officer Dr. [Rob Scott](#), founder of consultancy Remedy.