

# Why two serial entrepreneurs partner with ImageQuest

**Between them, Rich Roberts and Emmet Seibels have started several companies together in greater Nashville. At least four of those companies – Verus, Snapworx, Sleep 8, and Verustat – sought IT expertise from ImageQuest.**

Their relationship with ImageQuest started in 2012 when Roberts and Seibels founded Verus Healthcare. Verus Healthcare primarily provides sleep apnea (CPAP) supplies to patients nationwide.

As the company grew into a nationwide provider of CPAP supplies, they had to meet stringent federal (Medicare) and state (Medicaid) licensure requirements, many of which require robust IT systems to successfully navigate regulatory requirements.

"We grew from 12 people to 300 people over time and used (ImageQuest) the whole way," said Seibels, who served as Verus Healthcare's President and Chief Financial Officer. "Initially, ImageQuest provided standard IT support for email, Microsoft applications, and other desktop applications," Seibels said.

"But eventually, Verus needed hosted software, then cloud, then Amazon Web Services and Azure," he said.

"And then a very complex situation with IP telephone systems," as Verus updated its call center, Seibels said. "So ImageQuest helped us grow as our needs grew."

"Call center availability was critical," said Roberts, the former CEO of Verus.

**"We had to have uptime; we had to be live. We're talking to patients on the phone, 15-16 hours a day because we're resupplying a medical piece of equipment."**

*- Rich Roberts, former Verus CEO*

"We needed a big-time IT person to be helping us on what was a midget IT budget at the time because we were a startup. They worked with us from the get-go, and as we grew, our relationship with them grew.

"That was our greatest benefit from ImageQuest – to get somebody with deep experience in what our needs were for availability and productivity – at a cost the company could afford," Roberts said.

As Verus grew, Roberts and Seibels identified a related software need inside the company. After evaluating several available industry-standard options, they elected to address the need by developing their own application.

That platform, SNAP, uses proprietary algorithms to learn when patients need new supplies for their CPAP machines and related sleep apnea equipment.

The software includes workflow automation, patient communication, and tools to collect the supporting documentation required for dispensing and billing CPAP supplies within Medicare and Medicaid guidelines.

In 2017, Roberts and Seibels spun out SNAP into a new company SnapWorx. When they sold SnapWorx to Brightree in 2020, SnapWorx had clients serving more than 500,000 patients. (Terms were not disclosed.)

ImageQuest served as Snapworx's managed IT services provider – an arrangement that continues after Brightree's purchase.

"ImageQuest was especially important for our software company," Seibels said. "The company that acquired us (Brightree) was a big public company. [Brightree is owned by ResMed] They spoke very highly of ImageQuest's work. They said the due diligence process was much faster and smoother because of ImageQuest's

## Under new ownership, but still served by ImageQuest Managed IT Services



**VERUS**  
HEALTHCARE

- Founded 2012
- Sold 2018 for \$100M+
- 200 employees
- 100,000 Medicare patients
- Spun off 2 companies

■ Founded 2017

■ Sold 2020

■ (Terms undisclosed)

■ 40 employees

■ 500,000+ patients

**SNAPWORX**  
A division of Brightree

\*Data from time of sale.

**Continued**



Hear Emmet and Rich discuss how ImageQuest helped their companies with IT :



work on policies and procedures, documentation - all the way down the line to hosting of software in the cloud."

In May 2018, Roberts and Seibels sold Verus Healthcare to QMES (now AdaptHealth). AdaptHealth also retained ImageQuest as the managed IT services provider for Verus.

"When we sold (Verus,) we were selling that technology of how we provided that CPAP mask to someone quickly and efficiently," Roberts said. "They did a lot of IT due diligence. The tires they were kicking were primarily of an IT nature."

"ImageQuest was side-by-side with us, making the buyer comfortable," Roberts said. "They also satisfied us that they were going to be there not only for us but also for the other company that acquired us."

ImageQuest now partners with Roberts and Seibels on one of their latest ventures, Verustat. Verustat offers a Remote Patient Management service that uses a call center to ensure patients are following their home care therapy regimens.

These regimens can include home therapy for hypertension, obesity, stroke, coronary artery disease, COPD, and diabetes. The Verustat team helps home-based patients set up their devices and remain compliant for insurance and Medicare reimbursement.

Verustat remotely monitors patients' physiological data. Providers can log in to Verustat's system to check their patients' progress at any time. As with Verus Healthcare and Snapworx, Verustat relies on ImageQuest to provide managed IT services plus IT security and compliance expertise.



## In Summary:

*"ImageQuest has already been recommended to my brother, who's the CFO of private equity backed company here. I would suggest them to any entrepreneurial venture. Because as you scale, you need really good technology partners. ImageQuest is the best we've found."*

- Emmet Seibels, Co-Founder and President of Verustat

*"If a business owner were to ask about creating an IT department, 'I would ask them, what's your expertise? There's a great old saying about getting your haircut at the barbershop. And ImageQuest would be the first and foremost place I'd go, because if you can outsource to somebody that you know is an expert, it would give you the time to be able to focus on what your real business is and create the value there. Because you'd have to spend a lot more money to get the level of service and expertise (CEO) Milton (Bartley) and ImageQuest provide. ImageQuest is a quiet partner with you, and is going to be there for you. They have great people - probably better than what you can go out and find on your own. I think at end of the day when you look at the value of what ImageQuest provides and the costs associated with it, it's a bargain."*

- Rich Roberts, Co-Founder and CEO of Verustat

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Jay Mallory



Milton Bartley

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