

With a host of Solutions that Integrate Preventive Medicine with Personal Wellness, Employee Engagement and Bottom Line Performance, Fusion Health® is having a Dramatic Impact on Health, Safety and Risk Management while Improving Productivity

**Healthcare  
Care Management Solutions**

**FusionHealth  
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**Sigurjon Kristjansson  
CEO**

**BIO:** Sigurjon Kristjansson is a co-founder and a principal of FusionHealth®. He serves as Chief Executive Officer. Mr. Kristjansson has a long-standing record for innovation and management within the field of sleep medicine as a Biomedical Engineer and leader of sleep technology development. Mr. Kristjansson was the Executive Vice President & Chief Technology Officer of Embla Inc., the world leader in

sleep diagnostics, until co-founding FusionHealth® in 2005.

**Biography**

Before co-founding the company, Mr. Kristjansson helped guide the development of Flaga hf. Medical Devices from a startup company that developed and manufactured sleep diagnostic equipment into a global company recognized as a leader in the development, production and distribution of sleep diagnostic technology employed in both clinical and research applications.

Mr. Kristjansson started as a Director of Research and Development of Flaga in 1994 and assumed the role of Chairman as well as that of Vice President of Research and Development of Flaga in 1998. Under his leadership the company developed many market leading products such as the Embletta & Embla sleep systems, Compass sleep screening systems, XactTrace sensor, Somnologica sleep analysis software and the Enterprise sleep business management application.

In 2002 he initiated and guided Flaga strategic acquisition of Medcare Diagnostics, a US based competitor of Flaga, to form Embla, an international company recognized as a global leader in sleep diagnostics. Following the Company's listing on the Icelandic Stock Exchange in November 2003, Mr. Kristjansson transitioned into the role of Executive Vice President & Chief Technology Officer of Embla. He continued in that role until co-founding FusionSleep® in 2005.

Mr. Kristjansson holds a Dipl Ing T.U. degree (MS) in Electrical and Communications Engineering from the University of Karlsruhe, Germany and a BS, Cand Scient degree in Engineering from the University of Iceland. He is a member of the American Academy of Sleep Medicine and a CEO member of Vistage International, a global membership organization for business leaders.

**About FusionHealth**

FusionHealth® is changing the way businesses think about health management. With a host of solutions that integrate preventive medicine with personal wellness, employee engagement and bottom line performance, we are changing lives while improving the success of businesses. By constantly innovating simple solutions to complex healthcare issues, we are helping our clients and partners to change the industry. Join us as we navigate this new normal amid the divergent landscape of medicine, healthcare and economics.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Kristjansson, your website indicates "FusionHealth is Changing the Way Businesses Think about Health Management." Would you tell us about that?

**Mr. Kristjansson:** Our Company helps employers, health plans and others that are providing healthcare to its members rethink the way they are going about doing that. First, we have tools, which are both technology-based and medicine-based. One of the fundamental areas of our focus is

in sleep medicine. For example, we help identify patients, members, employees and associates that are at risk for having sleep disorders. Healthy sleep is in a very elemental component of overall personal health. Our technology helps employers and health plan providers get their associates or members from the testing process through treatment and even on into the management of proscribed therapy. Second, we help manage the entire process with the sole focus of improving health and positively affecting the bottom line of our clients. We are simplifying many things that are very complicated for various employers throughout the country, and eventually the world. We are making it easy for employers, both large and small, to engage with our processes and us in ways that have a very relevant bottom line impact to their business.

**CEOCFO:** Are you working directly with companies to reach their employees or do you work through insurance companies?

**Mr. Kristjansson:** We work directly with employers. As a matter of fact, one of our more recent case studies was just presented at the Institute of Health and Productivity Management Conference in Orlando in March. The case study centers on our solutions, and how we actually helped save our client, a major employer here in the Southeast, a significant amount of money, and, as importantly, improve the lives of many of their associates. That organization is a logistics firm and they are one of the leaders in transportation in the Southeast. Their associates are mostly people that drive their trucks and vehicles. Our solutions are having a dramatic impact on their health and safety as well as lowering their risk and improving their productivity. It has a range of impacts that were very nicely summarized in that conference presentation. It's a great example of an employer who is thinking proactively and that we have been able to help significantly.

**CEOCFO:** How do you reach prospective employers?

**Mr. Kristjansson:** We primarily reach employers through our strategic partners. We have a broad and growing network of partners who have existing relationships with large employers throughout North America. We typically will augment these relationships with direct selling efforts to employers and other firms such as health plans and risk management firms. We are a very partnership oriented organization.

**CEOCFO:** Why did you make the decision to start in the sleep area?

**Mr. Kristjansson:** Sleep is a fascinating field and has a tremendous promise for better health. Beginning as an engineer back in the day, I was attracted to this field in the early nineties because of its tremendous value proposition. If you think about it, you spend approximately a third of your life sleeping and not without reason. It

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is one of the primary pillars of health and if there is something wrong with the way you sleep, you are not going to get the full health and restorative benefits associated with sleep. It's why we sleep in the first place. Poor or unhealthy sleep has a tremendous impact on chronic disease progression and is often times the trigger as to why people start to gain weight, develop diabetes and hypertension and many times why they end up with heart disease and or strokes. Sleep disorders such as sleep apnea, restless leg syndrome and approximately eighty other sleep disorders are often-times the root cause for many of these chronic diseases that most everybody has heard about. With our relatively simple treatment, we can reverse a complex disease process and make a tremendously positive impact. That is why we are so focused on sleep. It is an extremely important preventative medicine.

**CEOCFO:** What encourages you that people are ready to recognize the health benefits of sleep and really do something about it at this point in time?

**Mr. Kristjansson:** We believe that we are reaching a pivotal point where it is becoming widely accepted that sleep is one of the key pillars for health. I have watched the body of research, literature and media, and all the discussion about sleep grow tremendously over the past decade to the point where today it has become widely accepted that it is more of a fact than a theory. It is almost like where we were with hypertension twenty to thirty years ago. Back then, people with high blood pressure were given blood pressure medication, but most of us did not think of hypertension as being a very progressive disease. Sleep apnea and sleep disorders in general are at that pivotal point right now.

**CEOCFO:** Would you tell us the process of how you engage with a company?

**Mr. Kristjansson:** Typically when we engage with employers and companies the first thing we do is give them a measure of the state of health of their employees.

We have a process called AIM, which stands for Analyze, Intervene and Manage. We first typically look at the data our clients have, and most employers own the data behind their medical claims. We are able to go in and analyze that data for them and show them how much money they are spending on various chronic diseases and how it relates to sleep disorders and things that are preventable. With that in-hand, we may determine that the employer does not have a problem - which is rare, especially here in the Southeast where there is a ton of health issues on the rise. Usually we find health issues directly related to poor or unhealthy sleep. Our technology allows us to identify geographically where these issues may be concentrated, and to develop a strategy through the growth map as to how to engage so that we may provide a rational intervention plan for our clients. Once our plan is in place, we start to systematically risk identify individuals

and provide them with the systems they need to get their issue under control. We are very strategic with how we intervene and engage.

**CEO CFO:** Once you create the program do you have an ongoing relationship?

**Mr. Kristjansson:** Yes, everybody that gets into the program is provided with medical management. For example for those that have sleep apnea, there is wireless communication from the treatment device back to our cloud-based software technology. That technology automatically monitors the state of the therapy and escalates issues to the right level of care all the way up to doctors if need be. Sleep apnea and sleep disorders are chronic in nature and do not normally go away. They need to be managed long term. We have thousands of people that are on these kinds of pro-

grams and it works beautifully when we are able to have this window into their actual therapy once a therapy is prescribed. Our monitoring technology enables us to ensure the prescribed therapy is being used. This is one of the reasons why our programs deliver over 90% compliance, which is really unheard of in this kind of medicine. It is very unique and it is why we are able to drive powerful, economic impacts for our clients.

**CEO CFO:** How is business these days?

**Mr. Kristjansson:** Business is excellent. We believe we have reached or are reaching the tipping point regarding the importance of sleep to personal wellness. Clients are finding us so to speak. We have some very prestigious companies we are working with and we are very excited about that. It's also thrilling for us to see the

positive affect our solutions have on the lives of the individuals that are coming to grips with their sleep issues.

**CEO CFO:** Why should the business and investment community pay attention to FusionHealth and what makes you an exceptional company?

**Mr. Kristjansson:** We are unique in the sense that there is not a company in our space that has this level of expertise and solutions both medically and technology-based. We deploy these solutions through businesses and health plans. It's what makes us extremely unique. In addition, we are able to partner with many companies and entities in this space. We augment relationships and we augment results and that is something that is very unique.



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