



Dialed In:
Jamey Edwards
at Cloudbreak Health
in El Segundo.

Jamey Edwards | Cloudbreak Health

Vintage Vibe Softens Cutting Edge

JAMEY Edwards, co-founder and chief executive of El Segundo telemedicine firm **Cloudbreak Health**, likes to be on the cutting edge of technology when it comes to his business. When it comes to his office, however, he prefers a homey, vintage feel.

That might not come as a surprise from this tech executive, who left a 10-year career in banking to go into the business of humanizing health care through technology.

Cloudbreak, a nationwide provider of unified telemedicine services, brings digital platforms into the examining room to allow off-site professionals to facilitate dialogue between patient and care provider.

The firm uses computers, tablets and smartphones to connect doctors with translators in multiple languages to eliminate guesswork when patient and physician don't speak the same language.

It also is moving into telepsychiatry, te-

lestroke, tele-ICU and other medical specialties to provide connections to experts in underserved areas that might not have specialists on staff at local hospitals.

The idea is to connect experts, rather than replacing them with online information, Edwards said. Cloudbreak serves 700 hospitals and facilitates more than 75,000 onscreen encounters a month, and most of those take place in a hospital setting.

In contrast to the sterility of a hospital or the sleek look some other tech offices exude, Edwards' office goes for history, authenticity and personality. He said the company chose El Segundo — the firm's home for about two years — to be part of the burgeoning tech culture, but avoided a high-tech feel.

"I love things that have a story," he said, pointing to his reclaimed wood desk he found on **Etsy**. "I love things that are distressed and time-worn."

Edwards consulted Bel Air's **Dorothy Macik Design** to find his tufted leather sofa and handcrafted wood coffee table.

Other decorations reflect his personal interest in surfing and music. Cloudbreak gets its name from a famous surf spot in Fiji.

Edwards has played guitar since his college days, when he idolized rock bands including **Toad the Wet Sprocket** and **Barenaked Ladies**, and uses guitars as part of the décor. An adjacent office space includes more of his favorite **Bohemian** oil can guitars and amps, and sometimes visitors pick up a guitar and play.

Edwards' fifth-floor office provides a panoramic view of planes taking off and landing at Los Angeles International Airport. While some might be annoyed by air traffic, Edwards sees the humanity behind the machinery.

"It's a little bit inspiring, wondering where they'll all going every day," he said.

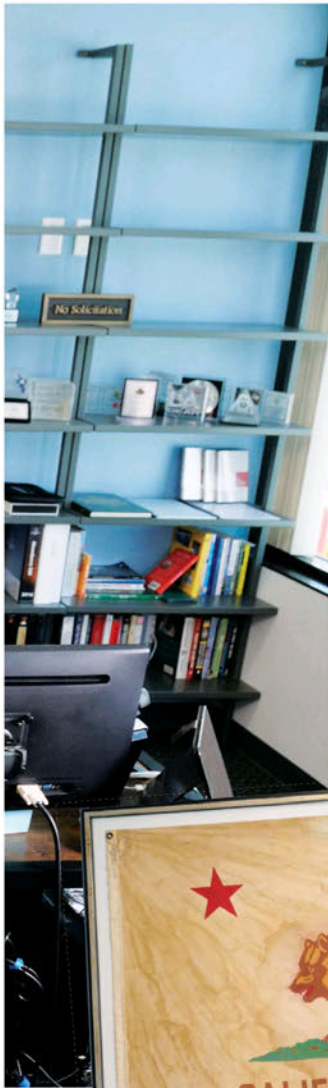
— Diane Hailtman

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STYLE

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Stanley Cup photo: Longtime fan Edwards was invited by the Los Angeles Sports and Entertainment Commission to spend the morning with the Stanley Cup after the Los Angeles Kings won the championship in 2012, a great treat for a former amateur hockey player from Buffalo, N.Y.



Bohemian oil can guitar: "I think it's really cool that they can take an old oil can and repurpose it into a guitar that looks like a piece of art."



Rubber chicken: Edwards, a Cornell University alum, won the Rubber Chicken Award for the least accurate financial predictions of the year at one of Cornell's annual Predictions Dinners in Los Angeles. He scored a coup by getting the chicken signed by the guest of honor, former General Motors Chairman Bob Lutz. Lutz confirmed that, to date, he had never signed a rubber chicken for anyone.



California Republic flag: Edwards bought the vintage flag online because "I like things that have a history." He also counts a 1978 truck among his personal vehicles.



Skateboard: Edwards is a partner in San Clemente-based Noll Surfboards. This comes from a skateboard line the company produces in partnership with Element.



Cuba license plate: Acquired in 2011 on a medical mission to Cuba, organized by Edward's Young Presidents' Organization chapter. "Cuba is famous for its old cars. I kind of think about where that plate was, and it's a diplomat's plate. Somebody cool was driving around in that car."



Socks: Edwards supports the Pink Socks movement, launched by health care executive Nick Adkins. Adkins began handing out the whimsical socks at health care conferences after attending a Burning Man festival.

PHOTOS BY THOMAS WASPER