



## NEWS RELEASE

(FOR IMMEDIATE RELEASE)

### **Anser Innovation appoints Amanda Brinkman to Board of Directors, expanding list of influential leaders supporting the company's move to product commercialization**

*Brinkman's career includes leadership positions at the world's top creative agencies and corporations, as well as a track record of business development successes*

**BURNSVILLE, MN (JANUARY 16, 2020)** – Anser Innovation and Omcare announced today that Amanda Brinkman has been appointed to its Board of Directors. Brinkman is currently Chief Brand Officer at Deluxe Corporation and creator, producer, and host of the hit series on HULU “Small Business Revolution – Main Street.”

Omcare, a wholly-owned subsidiary of Anser Innovation, is a Minnesota-based digital health company that aims to extend the reach of caregivers and improve medication adherence and outcomes through its Omcare Home Health Hub, which gives caregivers of all types – from physicians and pharmacists to home care providers or family members – the ability to see and speak to elderly or disabled dependents and confirm compliance with medication treatment plans from anywhere. The easy-to-use Omcare system is designed to facilitate remote monitoring and interaction via visual confirmation of a patient's actions, which supports telehealth and virtual care services, and gives family members greater peace of mind.

“Amanda has amassed an extremely impressive marketing, public relations, and business development track record that will allow her to provide critical guidance to Anser Innovation as we move toward the commercialization of the Omcare Home Health Hub in 2020,” said Lisa Lavin, Founder and CEO of Anser Innovation and its family of companies. “In addition to her critical marketing acumen, boundless energy, and creative mindset, Amanda's personal credo of ‘doing well by doing good’ is a perfect fit with our core values and brand aspirations.”

Brinkman's accolades and achievements include a feature in Minnesota Business' “The Next Generation of Minnesota Business Titans;” being named to the magazine's “Power 50,” which recognizes the most influential leaders in the business community; and a cover feature in Twin Cities Business Magazine. She has held executive-level positions at Allianz and UnitedHealth Group. In addition to leading internal creative agencies and business strategy at these top

corporations, Brinkman has demonstrated her creative expertise through her work at cutting-edge creative firms, Fallon and McCann Minneapolis.

Brinkman is also a board member for the Ordway Performing Arts Center, the Children's Theatre Company, the Association of National Advertisers (ANA) and the Women's Business Development Center Chicago. She has also served on the boards for Children's Cancer Research Fund, Make-A-Wish, and The Salvation Army. She passionately volunteers for an array of causes, including the Special Olympics, Feed My Starving Children, People Serving People, the Down Syndrome Association of Minnesota, the Jeremiah Program, and more. Brinkman is also a member of the Minnesota Women's Economic Roundtable.

"I believe in brands that move beyond brand purpose and take real brand action, making a difference in the lives of their customers," said Brinkman. "Ōmcare provides just that by extending the reach of caregivers and empowering independence. This is a life-changing technology and I am thrilled to help raise awareness for this revolutionary approach."

Ōmcare earned its third patent from the United States Patent and Trademark Office (U.S. Patent No. 10,347,377) for the company's web-enabled, audiovisual, medication-dispensing telemedicine system for the home in 2019. The device made its official debut at the Leading Age Annual Conference and Expo late last year, where it earned nods from industry media as an "emerging technology in the caregiving space." Ōmcare was also recently named among the "20 Hottest Flyover Tech Companies" by *The New York Observer*, based on insights from a panel of healthcare and business experts at the 38<sup>th</sup> Annual JP Morgan Healthcare Conference. To learn more, visit [www.omcare.com](http://www.omcare.com).

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**For more information:**

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**About Ōmcare**

Ōmcare is a digital health company aspiring to extend the reach of the caregiver, increase medication adherence, and to improve treatment outcomes by harnessing the power of remote care. We aim to achieve this through our proprietary interactive technologies - promising right pill, right time, right person. By partnering with pharmacies, payers, providers, and family caregivers, our vision is to help people live healthier, more vibrant, independent lives.