



NEWS RELEASE
(For Immediate release)

Omcare named one of nation’s hottest healthcare start-ups in “Flyover Tech”

Panel of experts at JP Morgan Healthcare Conference selects Omcare as one of the hottest new healthcare tech companies in Middle America

Burnsville, MN (January 14, 2020) - [Omcare](#), a wholly-owned subsidiary of Anser Innovation, announced today that the company was included in *The New York Observer’s* snapshot of the [“20 Hottest Flyover Tech Companies.”](#) The list reflects insights from a panel of healthcare and business experts during the 38th Annual [JP Morgan Healthcare Investment Conference](#) in San Francisco this week, as they discussed the hottest new tech companies headquartered in the emerging healthcare innovation hub that is Middle America.

The Omcare Home Health Hub™ is designed to facilitate remote monitoring via visual confirmation of a patient’s actions, which supports telehealth and virtual care services and gives family members greater peace of mind. The system gives caregivers of all types – from physicians, pharmacists, and home care providers or family members – the ability to see and speak to patients to confirm compliance with medication treatment plans from anywhere.

“Based on my experience as a nurse and working for a major national health plan, I have seen firsthand the impact that medication nonadherence has on individual health outcomes and quality of life, as well as cost and quality outcomes on a population level,” said Jeannine Rivet, Omcare board member and former executive vice president of UnitedHealth Group. “The Omcare Home Health Hub has the potential to revolutionize medication adherence and the way we manage care for older Americans and people with chronic conditions.”

The Omcare Home Health Hub can be used by individual caregivers at home or by senior living facilities to ensure proper medication adherence, which can significantly impact quality of life and clinical outcomes. The company recently announced a [pilot program](#) to demonstrate the effectiveness of the Omcare Home Health Hub with partners Ecumen and Thrifty White Pharmacy. To learn more, visit [www.Omcare.com](#).

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About Ōmcare

Ōmcare is a digital health company focused on extending the reach of caregivers, increasing medication adherence, and improving treatment outcomes by harnessing the power of remote care and two-way video technology. By partnering with pharmacies, payers, providers, and family caregivers, Ōmcare strives to help people live healthier, more vibrant, independent lives. Learn more at www.omcare.com. Follow on Twitter (@Omcare_Health), Facebook, Instagram, and on [LinkedIn](#).