



TreeHouse Health

TreeHouse-Health.com

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TreeHouse Health Names ProValens a Portfolio Company

Sixth Firm to Join Growing Ecosystem Is Focused on Consumerization of Healthcare

TreeHouse Health (<http://www.TreeHouse-Health.com>), an innovation center and launchpad for emerging healthcare companies, today announced it has made an investment in ProValens, an early-stage firm focused in online patient relations software and services.

“There’s no question the consumerization of healthcare is a major trend,” said JD Blank, managing director of TreeHouse Health. “The ProValens solution will help providers manage that change. We’re delighted to have them join with us in our mission to advance innovation in healthcare.” TreeHouse Health is already home to five other early-stage firms, all of which receive support in the form of investment, expertise, space, network connections, and professional services.

“The biggest driver of change in healthcare in the second half of this decade will be the patient,” said Rick Tanler, ProValens CEO. “The consumerization of healthcare is being driven by an unprecedented wave of patient-centric innovation. Patient relationship management will be key. Healthcare providers have the trust of their patients and are therefore in the best position to address the needs of the ‘hyper-connected consumer’,” he said. By partnering with healthcare providers, ProValens will leverage this position of trust to provide resources that help the patient improve his or her health.

As part of naming ProValens a portfolio company, TreeHouse Health also announced that Mill City Innovation & Collaboration Center, a nonprofit organization affiliated with ProValens, is moving to the TreeHouse Health facility.

About TreeHouse Health LLC

Launched in October 2013, TreeHouse Health is a Minneapolis-based innovation center supporting entrepreneurial growth for both large and emerging healthcare companies. It is specifically focused in healthcare IT and care coordination, and aims to support the growth of emerging companies while also making it easier for large companies to innovate. Key to its success is understanding that every organization, large and small, has its own unique set of goals, challenges, and needs relating to innovation. For more information, please visit <http://www.TreeHouse-Health.com>. Follow the company at <http://www.twitter.com/TreeHouseHealth>.

About ProValens LLC

Minneapolis-based ProValens is developing a patient relations solution for healthcare providers that enables them to provide resources to meet the daily needs of ambulatory patients with chronic disease when these patients are at home, mobile, or online. This solution manages and recommends resources – educational content, web and mobile apps, self-monitoring devices, and services – based on the individual needs of each patient.

Note to editors: For background on the consumerization of healthcare, see this 30-minute program produced by

Twin Cities Public Television, "Healthcare Anywhere: Hyper-Connecting." Sponsored by Mill City Innovation & Collaboration Center, it is a panel discussion on the topic of mobile healthcare.

http://www.mnvideovault.org/mvvPlayer/customPlaylist2.php?id=26698&select_index=0&popup=yes#0
