# TreeHouse Health

TreeHouse-Health.com

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## TreeHouse Health Welcomes Ninth Portfolio Company Carrot Health

MINNEAPOLIS (Dec. 16, 2015) – TreeHouse Health (TreeHouse-Health.com), an innovation center designed to invest in emerging healthcare companies and help accelerate their growth, announces their ninth Portfolio Company to join the ecosystem, Carrot Health, a leading provider of software solutions for the healthcare industry.

"It is very exciting to add another company to the TreeHouse Health ecosystem," says J.D. Blank, Managing Director of TreeHouse Health. "We are impressed by their team and their vision for building a great company. We look forward to supporting them as they build their business at TreeHouse Health."

Carrot Health joined TreeHouse Health in early October 2015, and is well positioned for growth heading into 2016. The company has also recently announced a name change from Prairie Compass to Carrot Health.

The Carrot Health Consumer Loyalty Platform™ (CLP) gives healthcare payers and providers actionable, real-time insights into consumer populations. By understanding their patients and members as consumers, healthcare organizations can better capitalize on opportunities to acquire, retain, and engage both new and existing customers. Using the CLP, payers and providers can increase revenue growth and profitability, keep their customers loyal, and incentivize customers to make better health decisions.

"The entire team at Carrot Health is excited and proud to be a part of the TreeHouse Health experience," says Kurt Waltenbaugh, CEO of Carrot Health. "We derive significant value from our relationship with TreeHouse Health, including the proximity to anchor tenants and their ability to foster knowledge and partnerships."

The Carrot Health team will have a presence in the TreeHouse Health space in the Loring Park neighborhood of Minneapolis. During the time companies spend at TreeHouse Health, they are exposed to leading established healthcare organizations, investors, and other expert resources. The TreeHouse Health ecosystem is designed to help portfolio companies grow their businesses in part by facilitating innovation between emerging healthcare companies and established industry players.

**About TreeHouse Health LLC**

TreeHouse Health, established in 2013, is an innovation center that helps emerging healthcare companies accelerate their growth by facilitating collaboration with Anchor Tenants while simultaneously providing investment, expertise and guidance around business development and brand exposure. To date, TreeHouse Health has invested in nine early-stage healthcare companies and has two Anchor Tenant relationships with Hennepin County Medical Center (HCMC) and Blue Cross and Blue Shield of Minnesota (BCBS). To learn more, visit TreeHouse-Health.com.

**About Carrot Health, Inc.**

Founded in 2014 and formerly known as Prairie Compass, Carrot Health is a healthcare software company based

in Minneapolis. For more information, visit carrothealth.com.