



## Vendor Review

### CANARY HEALTH

#### What they do (self-reported)

Canary Health is the leading provider of digital health self-management programs that prevent the progression of chronic diseases including arthritis, depression, diabetes, and heart disease. Our mission is to empower people with the tools, coaching and community support to self-manage their health, enhancing their quality of life, improving health outcomes, and lowering the cost of care.

**Year founded** 2015 **Annual Revenue** <\$1M

**# of Employees** 11 to 50 **Category** Technology/Disease Management

**Website** <https://www.linkedin.com/company/marigold-health/>

### OVERALL EVALUATION

2 out of 5 stars



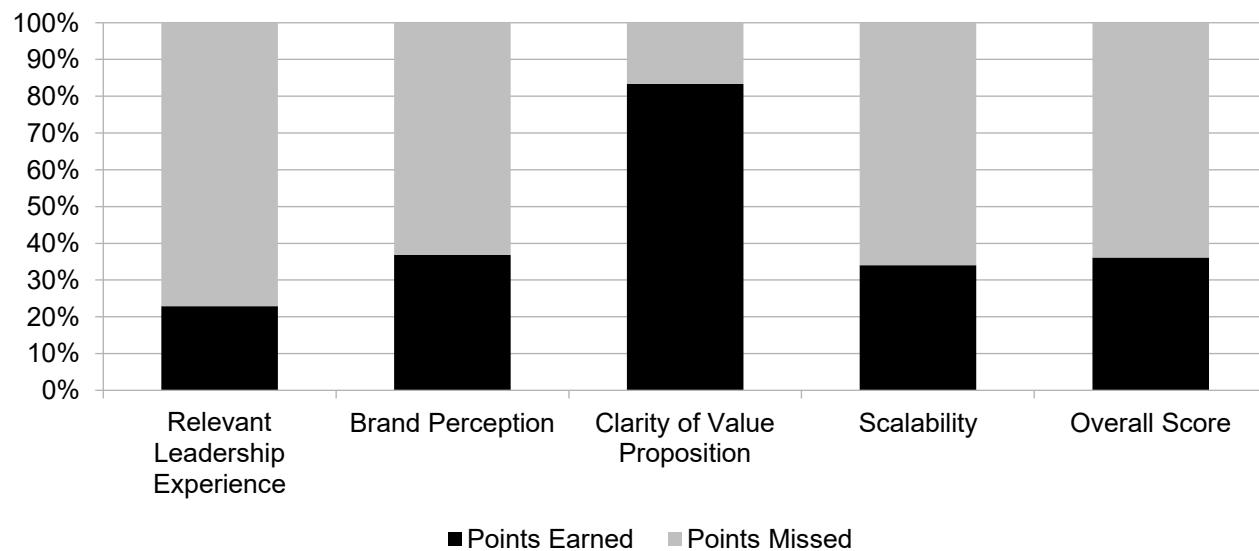
#### Recommended use of ratings

1 or 2 stars: Request client references before beginning discussions. If no references are available, request follow up in 6 months if there is an expected need for solution / servicesHave junior staff review available collateral

3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

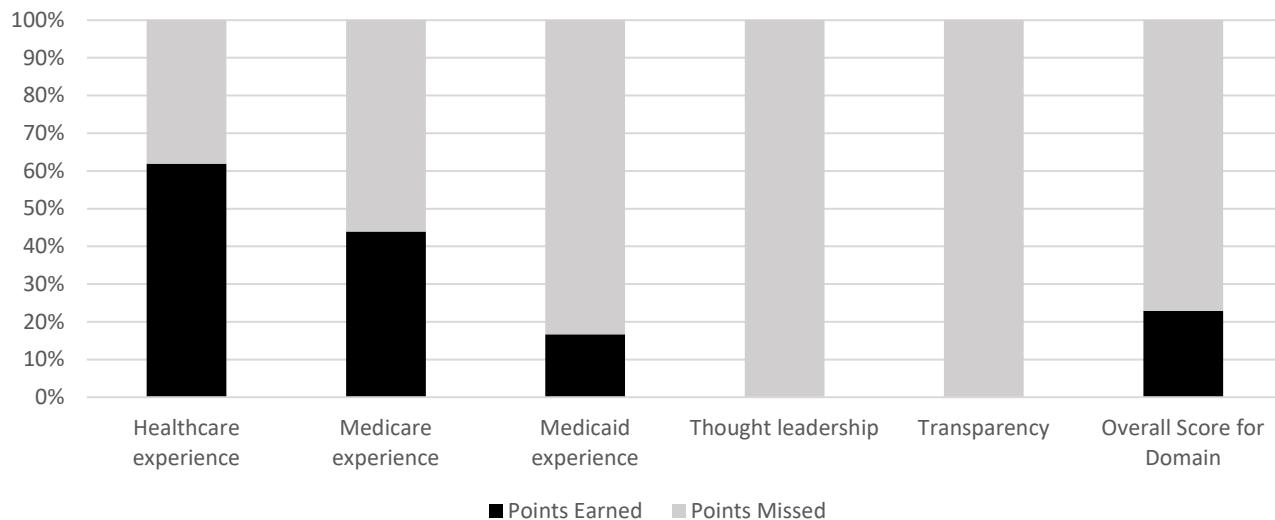
# Overall Scoring



## Overall summary

Very early stage disease management tech vendor with limited HHS/Medicaid experience and client base.

# Relevant Leadership Experience



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

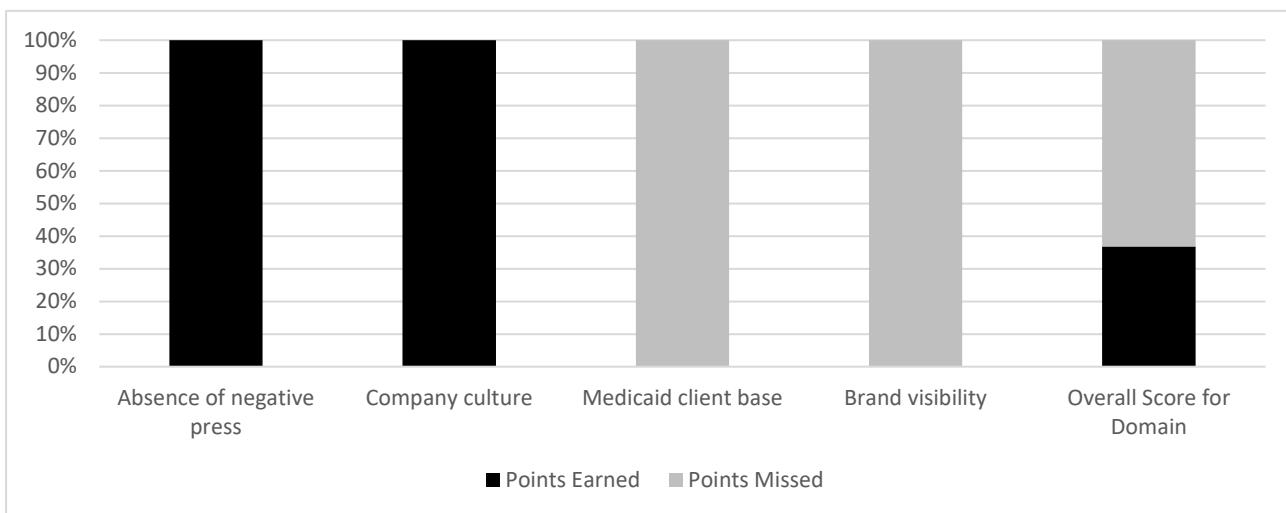
## Analyst Notes

Moderate to Extensive healthcare experience across C-Suite  
Limited/unknown Medicare and Medicaid experience  
Some publications but none Medicaid-specific

## Why this domain matters

- 1) All our clients tell us the number one failure point for new vendor partners is misunderstanding fundamentals of the Medicaid space.
- 2) Many firms misrepresent their understanding of the Medicaid space, usually due to an error of assuming a higher level of similarity to commercial and Medicare than is merited.

# Brand Perception



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

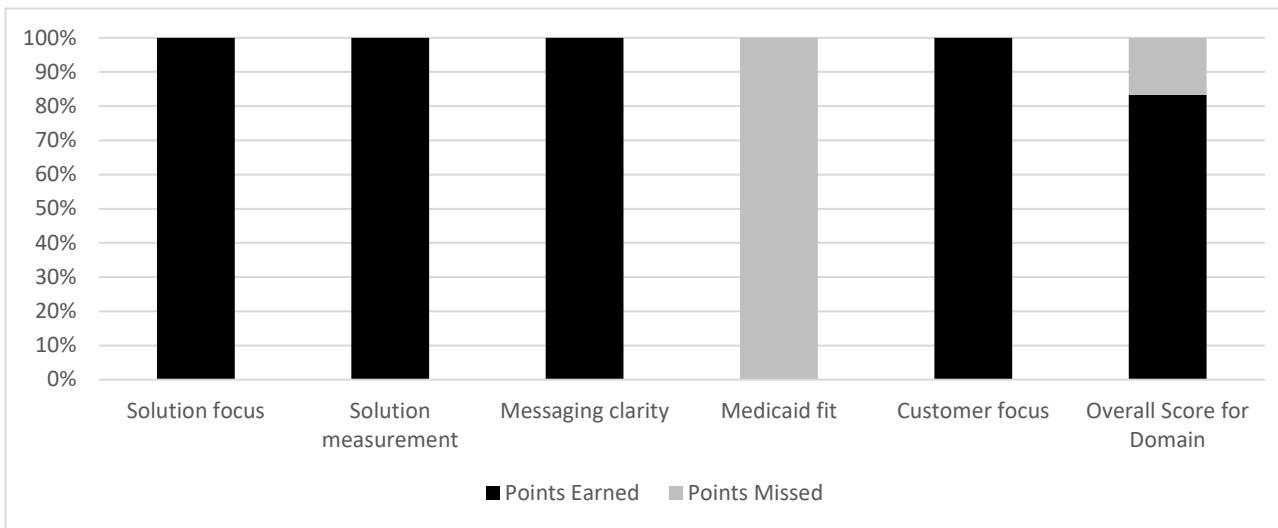
## **Analyst Notes**

No Medicaid client base  
Limited brand visibility

## Why this domain matters

- 1) Vendors must work to create a perception of their value. You need an independent assessment of what the marketplace thinks of the organization and its solutions/ services.
- 2) Many large partnering mistakes could have been avoided by simple screens for things like lawsuits and negative press.

# Clarity of Value Proposition



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

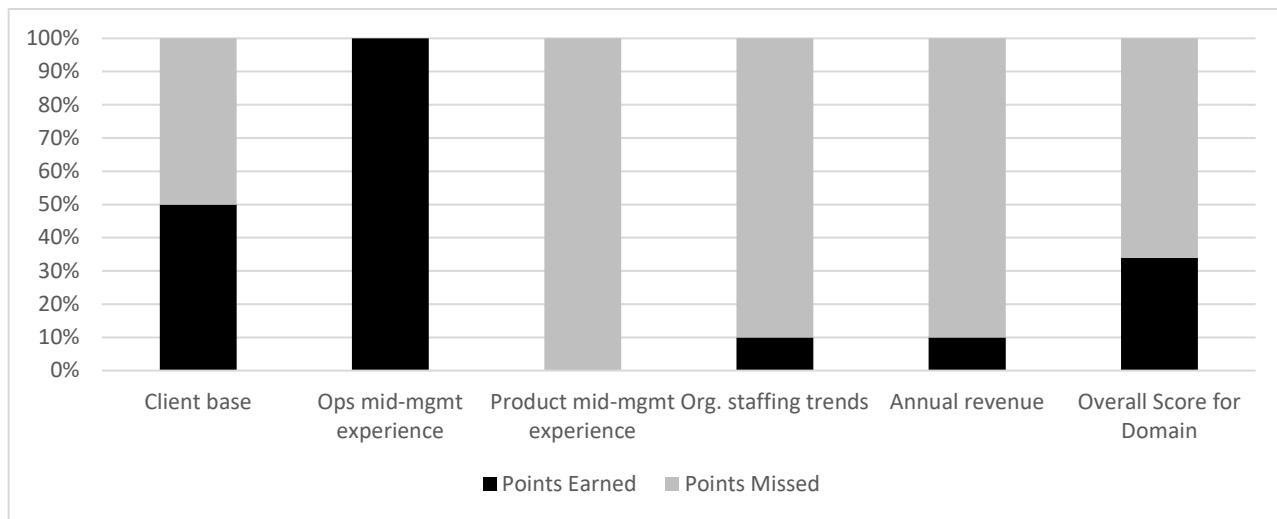
## **Analyst Notes**

Clear solution focus on chronic disease management (adherence, hospitalizations, cost, AIC, etc.) including behavior health  
Messaging clarity rated as high  
Clear patient value props and also clear health plan value prop

## Why this domain matters

- 1) There are many non-unique solutions in the Medicaid space. It is important to quickly understand uniqueness so you can accurately evaluate your options.
- 2) The ability to tie solutions to specific outcome metrics is increasingly important in Medicaid payment systems. General calculations of "ROI" are insufficient.
- 3) Medicaid markets require solutions that are specific to the Medicaid space. Attempting to use a solution that was developed in another payer space without appropriate customization for Medicaid will create substantial failure risk.

# Scalability



Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

## Analyst Notes

Current client base includes Kaiser, New Mexico, VA, Oregon

### Why this domain matters

- 1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

# Funding Model

Note: This domain is not scored and is provided for context only.

**Model / Stage**

Privately held

Initial venture funding from Mountain Group Partners, now operating with grant funding from CDC

**Total funding**

Unknown

**Major investors**

Mountain Group Partners

**Acquisitions**

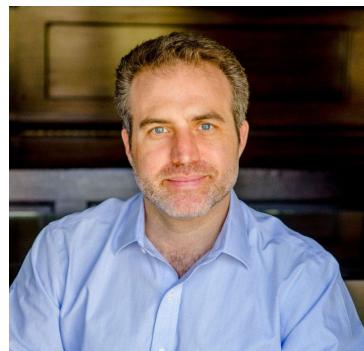
bLife (2016)

## Why this domain matters

- 1) Many of our subscribers tell us that the type of funding model for the vendor plays a significant role in their strategy and the way they manage client accounts.
- 2) Our investor subscribers prefer a quick view of how the vendor is financed so that they can understand how this vendor compares to other portfolio companies.

# Leadership Profiles

**Adam Kaufman**  
CEO



LinkedIn Profile/Bio  
<https://www.linkedin.com/in/adkaufman/>



**Canary Health**  
5 yrs 2 mos



Board Member  
Diabetes Hands Foundation  
2012 – Dec 2014 · 2 yrs



**Immediate Past Board Chair**  
MHALA  
2005 – Present · 15 yrs



General Manager, Healthcare Solutions  
dLife  
2011 – May 2013 · 2 yrs  
Westport, CT



**Board Member**  
Population Health Alliance  
Dec 2014 – Sep 2018 · 3 yrs 10 mos



**President & CEO**  
DPS Health  
Jun 2013 – Apr 2015 · 1 yr 11 mos  
Greater Los Angeles Area



Medicaid **BlackBook**

Proprietary and confidential. Do not distribute.  
Sign up for access at [mostlymedicaid.com](http://mostlymedicaid.com)

# Leadership Profiles

**Neal Kaufman**  
CMO



LinkedIn Profile/Bio  
<https://www.linkedin.com/in/neal-kaufman/>



**Canary Health**  
16 yrs 2 mos

● Founder and Chief Medical Officer  
May 2015 – Present · 5 yrs 2 mos



**Commissioner**  
First 5 LA  
Jan 1999 – Dec 2014 · 16 yrs

**Professor of Pediatrics and Public Health**  
UCLA  
Jun 1980 – Present · 40 yrs 1 mo



Medicaid **BlackBook**

Proprietary and confidential. Do not distribute.  
Sign up for access at [mostlymedicaid.com](http://mostlymedicaid.com)

# Leadership Profiles

**George Kingston**  
CFO



LinkedIn Profile/Bio  
<https://www.linkedin.com/in/georgekingston/>



**CFO**  
Canary Health  
Jan 2009 – Present • 11 yrs 6 mos  
Greater Los Angeles Area



# Leadership Profiles

**Jonathan Kaufman**  
VP Client Success



LinkedIn Profile/ Bio  
<https://www.linkedin.com/in/jonah-kaufman/>



Canary Health  
5 yrs 3 mos



DPS Health  
6 yrs 4 mos

Manager of Marketing and Communications Strategy  
Diabetes Prevention Source  
Jan 2004 – Dec 2008 · 5 yrs

Marketing Consultant  
LeftRight Inc./ErgoTouch  
Oct 2003 – Dec 2003 · 3 mos



Medicaid BlackBook

Proprietary and confidential. Do not distribute.  
Sign up for access at [mostlymedicaid.com](http://mostlymedicaid.com)