



Vendor Review

MARIGOLD HEALTH

What they do (self-reported)

We engage underserved behavioral health & substance use patients with chat-based peer support groups while using AI to scale the efforts of existing clinicians.

| | | | |
|-----------------------|---|-----------------------|------------|
| Year founded | 2016 | Annual Revenue | \$2.4M |
| # of Employees | 11 to 50 | Category | Technology |
| Website | https://www.linkedin.com/company/marigold-health/ | | |

OVERALL EVALUATION



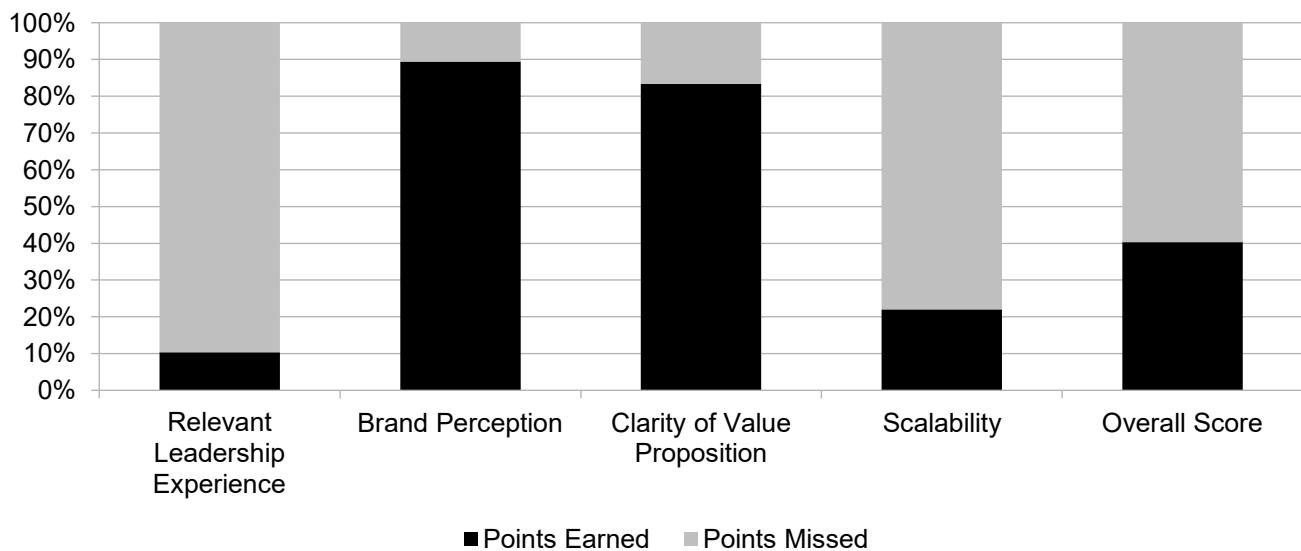
Recommended use of ratings

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

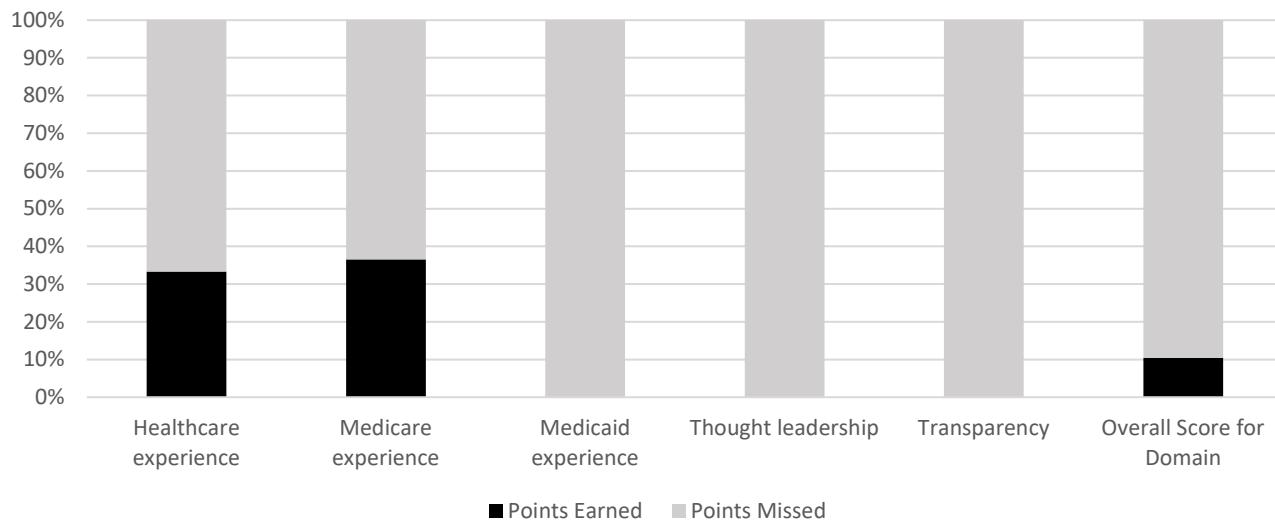
Overall Scoring



Overall summary

Text-based group support for behavioral health patients that utilizes artificial intelligence tools to increase provider capacity and catch complications early. Very limited experience in Medicaid and some concerns over large-project capacity based on scalability review.

Relevant Leadership Experience



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

Analyst Notes

Key senior leader roles filled with persons new to healthcare.

No identifiable Medicaid experience for team.

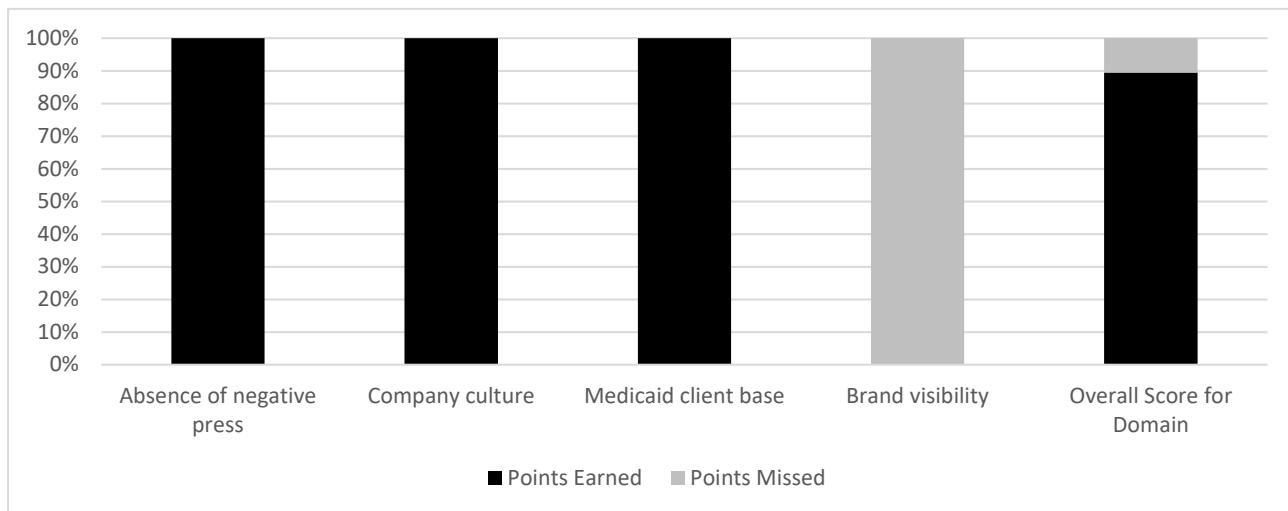
No thought leadership publications or conference speaking on Medicaid topics in recent years.

Declined leader interview.

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.

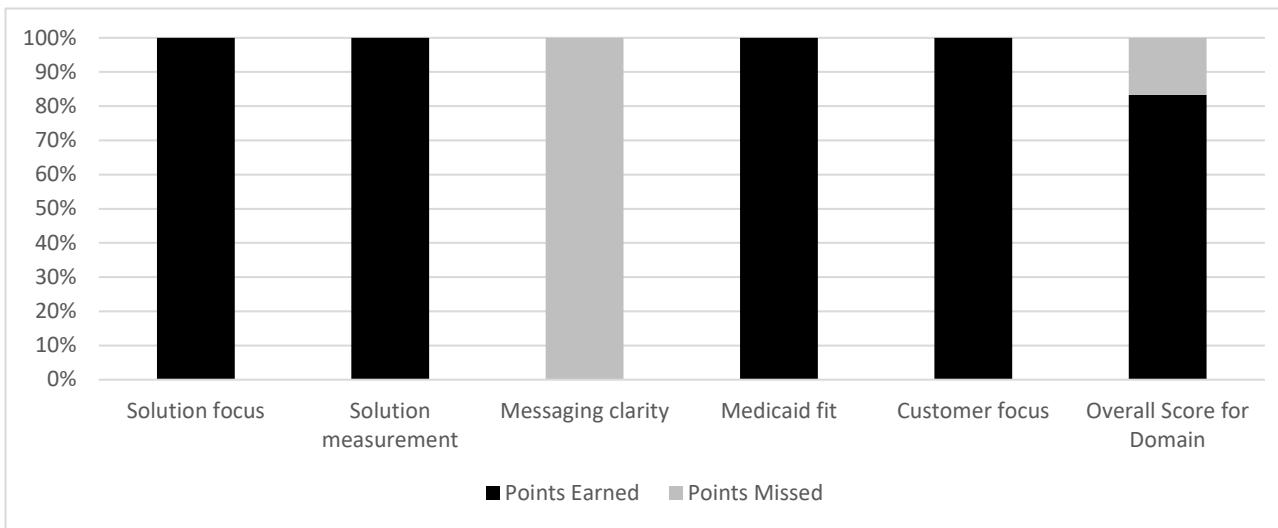
Analyst Notes

Marketing materials state business is "built around Medicaid." Unable to identify Medicaid client base. Glassdoor reviews suggest healthy internal culture.

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

Solution is focused on improving care between visits

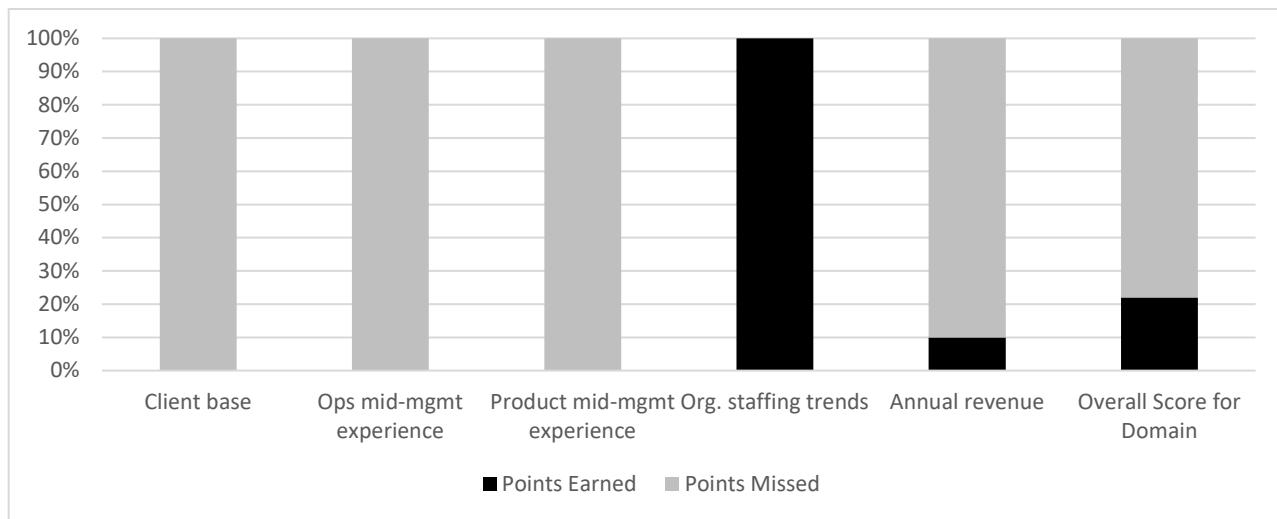
Measurement is focused on increasing provider capacity and reducing MAT dropout

Marketing materials currently non-unique and focused more on technology than healthcare

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

Staffing available for review suggests low level of experience for most staff
Open reqs suggest hiring path is increasing

Why this domain matters

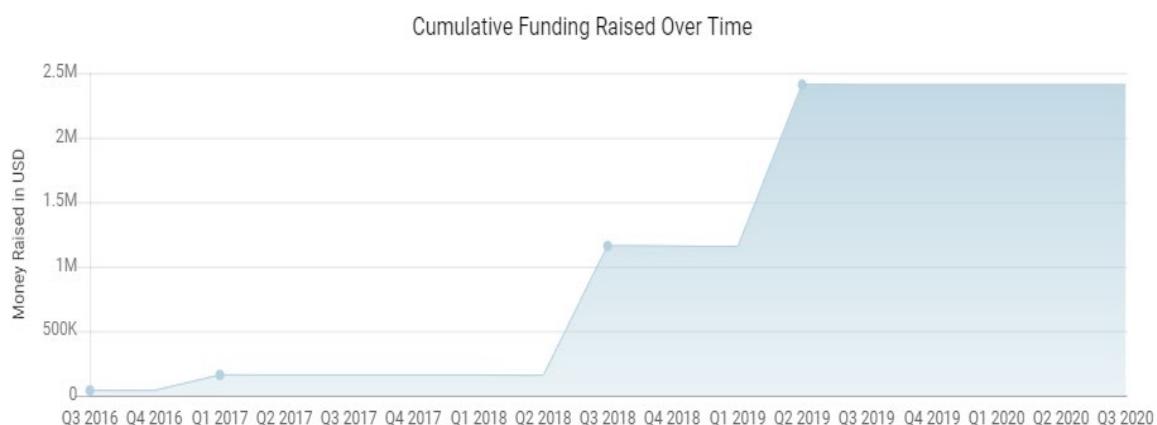
- 1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

Funding Model

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

Model / Stage

Privately held / Venture



Total funding

\$2.4M

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

Shrenik Jain
CEO



LinkedIn Profile/Bio
<https://www.linkedin.com/in/shrenik-jain/>



Founder & CEO
Marigold Health
Jan 2017 – Present · 3 yrs 6 mos
Greater Boston Area



Charge EMT
Montgomery County Volunteer Fire/Rescue Association
Aug 2015 – May 2017 · 1 yr 10 mos
Washington D.C. Metro Area



Grandparent
Thread, Inc.
Sep 2014 – Apr 2017 · 2 yrs 8 mos
Baltimore, Maryland Area



Securities Analyst
Marshall Salant Student Investment Team
Jan 2015 – Dec 2016 · 2 yrs
Baltimore, Maryland Area



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Leadership Profiles

Ravi Shah
Head of Product



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



Founder, Head of Product
Marigold Health
Apr 2015 – Present · 5 yrs 3 mos
Greater Boston Area



Partner
A-Level Capital
May 2015 – Sep 2016 · 1 yr 5 mos



Consultant
Vigilant Medical
May 2015 – Sep 2015 · 5 mos
Baltimore, Maryland Area



Techno Commercial Manager
ST Robotics
Jun 2011 – Jun 2013 · 2 yrs 1 mo
Pune, India / Cambridge, United Kingdom



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Leadership Profiles

Jessica Charles
Clinical Strategy Lead



LinkedIn Profile/Bio
<https://www.linkedin.com/in/jessicacharles2/>



Clinical Strategy Lead
Marigold Health
Jan 2020 – Present · 6 mos
Boston, MA



Quality Improvement Specialist
Mary's Center
Feb 2018 – Jan 2020 · 2 yrs
Washington D.C. Metro Area



Outreach and Recruitment Coordinator
Action for Boston Community Development, Inc.
Sep 2017 – Jan 2018 · 5 mos
Boston, MA



Health Equity Programs Graduate Intern
Brigham and Women's Hospital Center for Community Health and Health Equity
Sep 2016 – Sep 2017 · 1 yr 1 mo
Boston



Leadership Profiles

Satya Bommaraju

Data Scientist



LinkedIn Profile/ Bio

<https://www.linkedin.com/in/bsatts/>



Data Scientist

Marigold Health

Oct 2018 – Present · 1 yr 9 mos

Greater Boston Area



Data Scientist

Beacon (Formerly Grüp)

Aug 2016 – Apr 2017 · 9 mos

Baltimore, Maryland Area



Graduate Research Assistant

Johns Hopkins University

May 2014 – May 2016 · 2 yrs 1 mo

Baltimore, Maryland Area



Junior Research Associate

Infosys

Jul 2011 – Jul 2014 · 3 yrs 1 mo



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