



Vendor Review

PRIVIS HEALTH

What they do (self-reported)

Privilis Health offers comprehensive data-driven population health management programs, including proactive team-based services models.

Year founded 2011 **Annual Revenue** \$2M

of Employees 25 **Category** Care management

Website <https://www.linkedin.com/company/privilishealth/>

OVERALL EVALUATION



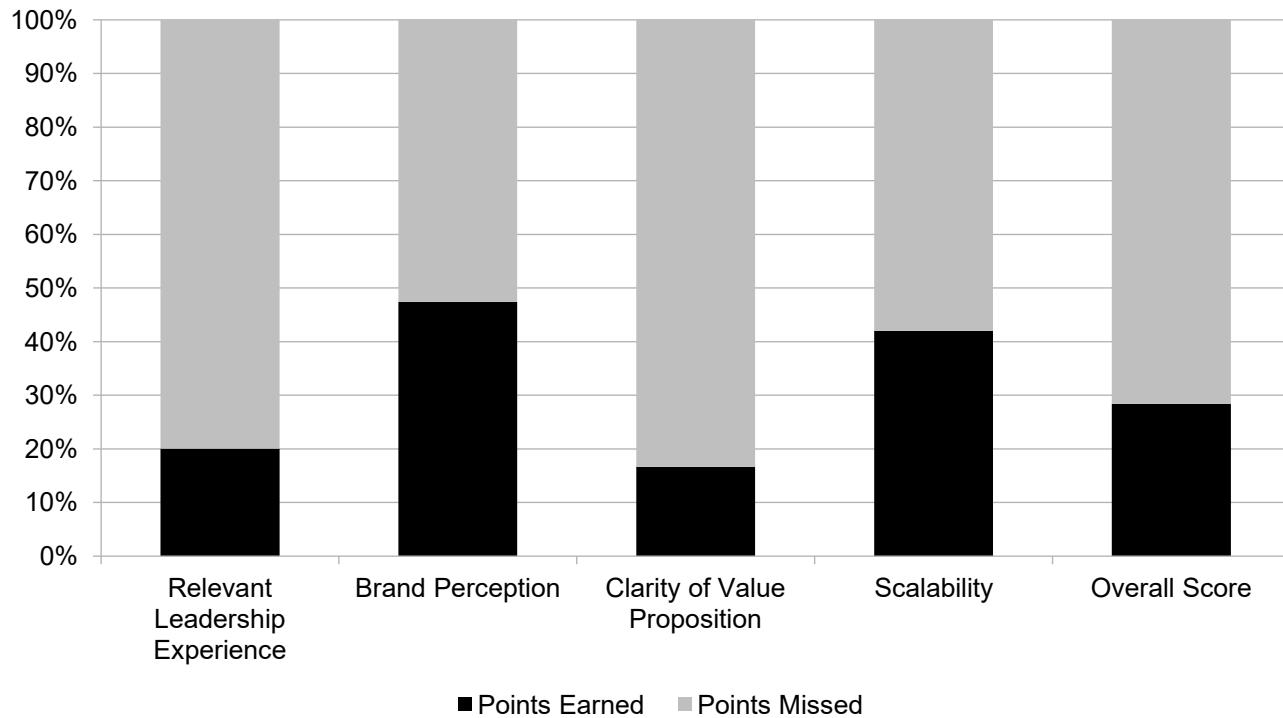
Recommended use of ratings

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

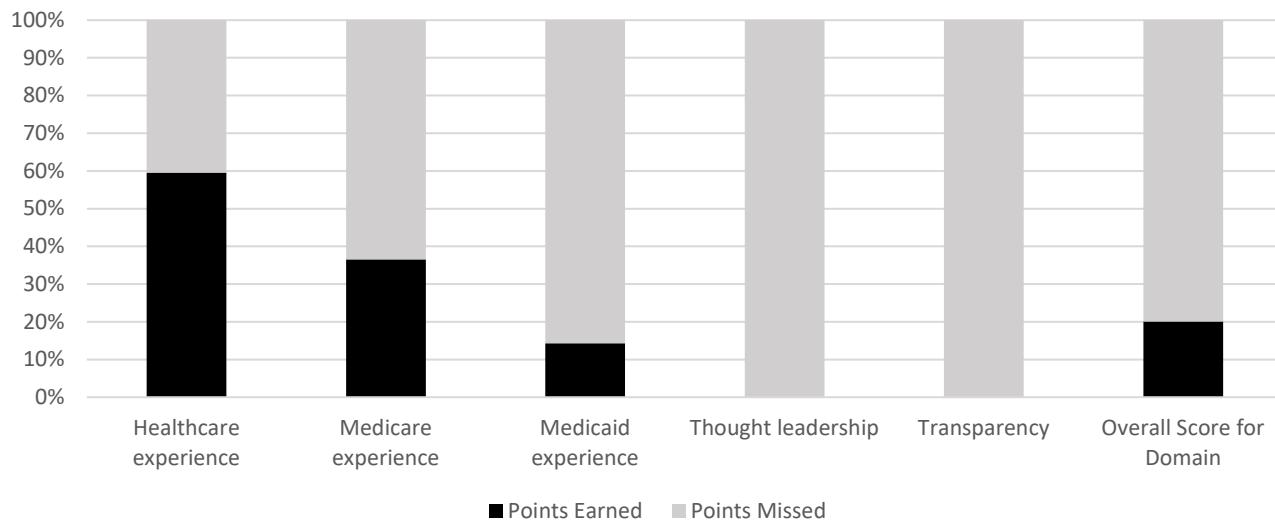
3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting

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

Overall Scoring



Relevant Leadership Experience



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

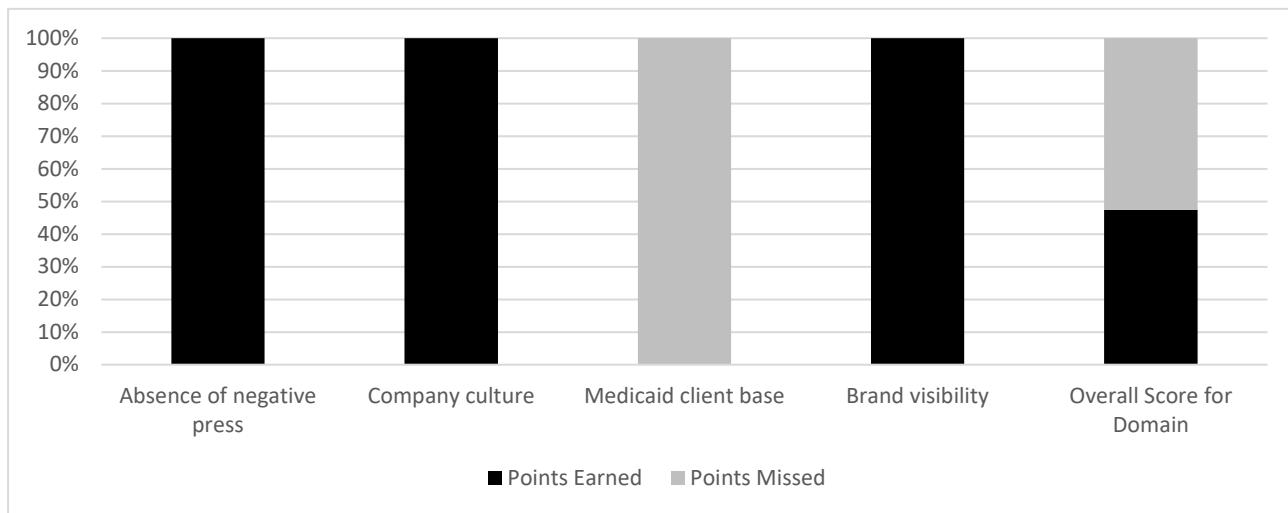
Analyst Notes

Leadership team rated as moderate healthcare experience.
Medicare experience rated as limited-moderate.
Medicaid experience rated as limited.
No Medicaid publications or speaking engagements in last 3 years.

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

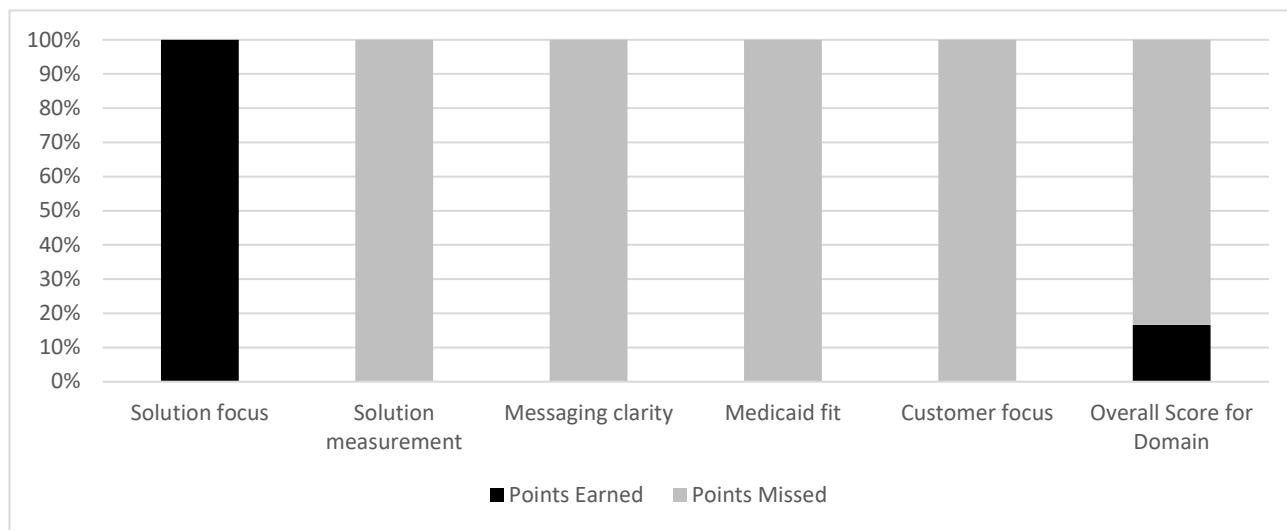
Solution appears to be built around Medicare. Unable to identify Medicaid client base. Glassdoor reviews suggest healthy internal culture.

Presentations at NACHC, State HIT connect summit; Millbank webinar; interviews with State of Reform/Health Policy Conference; press release (these seemed to be driven by former leadership team- less visibility in last 12 months)

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.

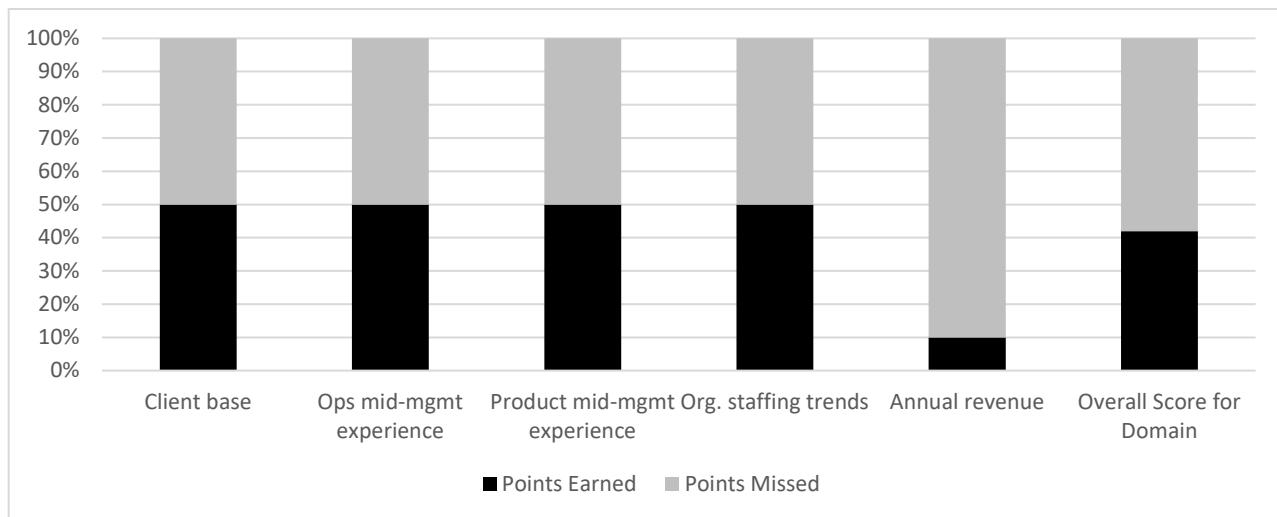
Analyst Notes

Overall unclear value proposition. General "care management" terms.
NCQA measures used in discussion of outcomes (but not specified which ones).
Marketing materials currently non-unique and focused more on technology than healthcare
Appears to be practice-specific and not fitted for payer (ie Medicaid).

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 mid-low level of experience for operational team
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

Early stage Venture capital-backed
Funding is slowing: Rd1: 2013; Rd2: 2014 nothing since
Lightspeed Venture Partners (minority); majority investors unknown

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

Dave Amin

CEO



LinkedIn Profile/Bio

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

Experience



Chief Executive Officer

Privilis Health · Full-time

Nov 2019 – Present · 4 mos

Raleigh-Durham, North Carolina Area



Chief Operating Officer

Monj Health · Full-time

Jul 2018 – Nov 2019 · 1 yr 5 mos

Sausalito, California



Palmetto Health Solutions

2 yrs 3 mos

Consultant / Chief Health Officer & ACO Medical Director

Nov 2016 – Jan 2019 · 2 yrs 3 mos

Greenville, South Carolina



US Air Force Reserve

22 yrs



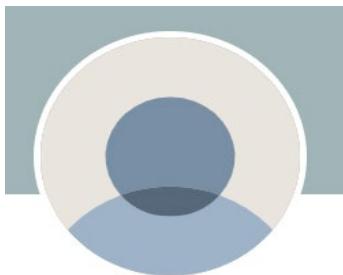
Medicaid **BlackBook**

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Sign up for access at mostlymedicaid.com

Leadership Profiles

Stephanie Hall
Chief Clinical Officer



LinkedIn Profile/Bio
<https://www.linkedin.com/in/stephany-h-662a3a149/>



Privis Health
1 yr 5 mos

Director of Clinical Operations
NORTH COUNTRY HOME HEALTH & HOSPICE AGENCY
Oct 2017 – Nov 2019 · 2 yrs 2 mos
Littleton New Hampshire



Director Of Clinical Services
Indians Stream Health Center
Apr 2016 – Oct 2017 · 1 yr 7 mos
Colebrook NH



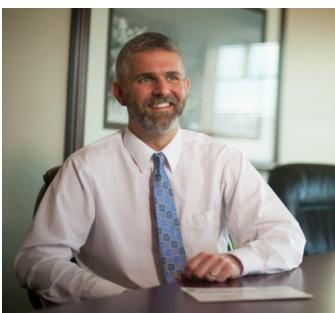
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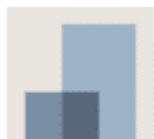
Leadership Profiles

Josh Aubert

Director of Sales and Marketing



LinkedIn Profile/Bio

<https://www.linkedin.com/in/josh-aubert-70681b10/>**Director of Sales and Marketing**

Privis Health

Nov 2018 – Present · 2 yrs 5 mos

Raleigh-Durham, North Carolina Area

**Director of Sales and Operations**

Trailhead Clinics

Jul 2016 – Oct 2018 · 2 yrs 4 mos

Grand Junction, Colorado Area

**Mortgage Loan Officer**

Colorado Credit Union

May 2014 – Aug 2016 · 2 yrs 4 mos

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Leadership Profiles

Eddie Kovalik
VP Engineering



LinkedIn Profile/ Bio
<https://www.linkedin.com/in/eddie-kovalik-521b5259/>



Privilis Health
6 yrs 2 mos



Software Engineering Manager
Brightree
Jan 2013 – Feb 2015 · 2 yrs 2 mos
Raleigh-Durham, North Carolina Area



CareAnyware
1 yr 6 mos



Software Developer
Progressive Insurance
Jun 2004 – Aug 2011 · 7 yrs 3 mos
Cleveland, OH and Colorado Springs, Colorado



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