

# MEDIA KIT



# CONNECTWELL

Integrating Wellness into Life®





# Andrea Bloom, MBA

Founder & CEO of ConnectWell

Andrea is a seasoned executive and entrepreneur bringing over 30 years of business experience to ConnectWell, including 20 years in the healthcare industry in various product development, marketing, international, business development, and consulting roles. She is a mission-driven leader determined to flip the paradigm of healthcare by placing the consumer at the center — empowering people to be active participants in their health and well-being. In her role as CEO, Andrea has elevated ConnectWell to be an essential digital health ecosystem partner for companies and organizations that are redesigning healthcare delivery.

AS FEATURED IN



## Thought Leadership Topics

- ✓ Lifestyle Habits that are Fundamental to Well-being
- ✓ Scaling Health Literacy to End Users
- ✓ Quality Health & Wellness Information
- ✓ Incorporating Health Information as part of Healthcare Offerings
- ✓ Creating Interactive Digital Health Experiences

## Articles & Presentations

- [ConnectWell at the Library Report, a Let's Move in Libraries Project](#)
- [Why You Should Make Getting A Good Night's Sleep A Major Priority In Your Life, And How You Can Make That Happen](#)
- [From Medical Model to Holistic Well-Being, Through Empowerment, Education, and Engagement](#)
- [Unify and Multiply Your Benefits Offering With Digital Health Content](#)
- [The Current State and Future of Employee Well-being 2023](#)
- [Sustain Communities with Access to Digital Health & Wellness Information](#)

# The ConnectWell Difference

ConnectWell selectively curates health content from trusted sources to provide the latest standard of care guidelines and scientific findings on health, wellness, disease management, and nutrition. Sources include: American Cancer Society, American Academy of Pediatrics, University of California, American Diabetes Association, and other leading health institutions.

ConnectWell incorporates Mayo Clinic's Health Information to access its world-renowned content and integrate it into our dynamic platform experience.

ConnectWell's proprietary design elements bring health information to life — enabling content to feed into digital health platforms and create dynamic user experiences.

Our Scientific Advisory Board represents thought leaders across the spectrum of health and wellness and collaborate with us to design engaging wellness initiatives that assist in the adoption of healthy lifestyle practices.

Our leadership team has broad expertise in consumer-oriented and actionable health education, communications, and programming.

## Who We Work With

**We license our content to a wide range of organizations to engage their target audiences in their health and well-being.**

**ConnectWell's content provides added value to:**

- *Health Providers, Systems & Health Plans*
- *Telemedicine Platforms & Providers*
- *Electronic Medical Record Systems*
- *Remote Patient Monitoring Providers*
- *Digital Therapeutic Providers*
- *Disease Management & Population Health Programs*
- *Community Health Platforms*
- *Health Coaching Platforms*
- *Digital Health & Wellness Platforms*
- *Benefit Providers & Employers*
- *Libraries, Member-based Organizations, Senior Communities, Health Clubs, Faith-based Organizations, Professional Associations, and more*



# Testimonials

## Our partners choose us because:

“The partnership between Aztute and ConnectWell significantly advances the shift towards a Whole-Person Care (WPC) approach, enhancing health outcomes across communities.

Aztute's platform utilizes ConnectWell's science-based health information for various healthcare aspects, from behavioral health to preventive health. This collaboration ensures that WPC programs on the Aztute platform benefit from extensive, authoritative content, including exclusive offerings from ConnectWell and trusted sources like Mayo Clinic and UCTV, fostering comprehensive education, care and consumer engagement in our communities.”

***Sammy Wahab, CEO Aztute***

## Platform Partners

“ConnectWell provides science-based content that is consumer focused with imagery that is engaging and the platform includes text, video and recipes. The depth and breadth of the suite provides the type of comprehensive coverage we need for our customers. ConnectWell's API (Application Programming Interface) provides the flexibility for us to integrate the content into our platform in a unique way for our service.”

“ConnectWell allows us to license the components of their platform that we need for our service. This enables the licensing fee to be cost-effective without cutting corners on the quality of the content.”

“The ConnectWell team supports us to achieve our goals and works with us to strategize how to best use the content for our purposes. ConnectWell is a partner versus a vendor – I have never met a company so vested in our success as ConnectWell.”

“ConnectWell supports healthcare companies that are redesigning healthcare delivery to improve health outcomes and the company is forward thinking and uniquely positioned to think creatively about how to best serve our end users. This comes through in how ConnectWell works with us and in their digital health & wellness content suite.”

## Employer Partners

“ConnectWell's Wellness Initiatives are high quality, engaging, and turnkey. Employee participation and feedback was so high that we've rolled out 3 Wellness Initiatives already.”

“As a non-profit agency with 100 employees, our HR staff is lean. ConnectWell's Wellness Challenges are turnkey, easy to implement, and are well received by our employees, making wellness programming possible at our worksite.”

“We view ConnectWell as a key wellness partner that provides quality programs that engage our employees in wellness.”



## Library Partners

"ConnectWell is better than any other digital health & wellness resource we have been able to purchase. The easy-to-use interface enables people to find what they are looking for in an "all-in-one resource". The information comes from trusted institutions and ConnectWell is specifically designed for the consumer. Every public library should have ConnectWell to fill a critical gap and reach many more people."

"I was able to quickly find an article that matched the library patron's health condition, share it with her via PDF and print it. I was so happy that I had this information at my fingertips to help her on her health journey during this stressful time."

"My group for ConnectWell's Healthy Eating Challenge has been really diving in! And they don't want to miss, so having the evening and morning groups has allowed them to switch when necessary. Remember the man who said, "you're going to ruin my life"? He's probably the most dedicated! This has been very rewarding. In my 16 years here, this is the first time I've run a long-term program like this. It's been good to see people stick with it!"

## Leadership Team

ConnectWell's Leadership Team is made up of people with deep expertise in developing new products and programs for the health care sector, health education, and public health.



**Andrea Bloom**  
**MBA**  
Founder & CEO



**Lori Arden**  
**CCWS**  
Director, Wellness  
Initiatives & Employer  
Programs



**Michael Harbour**  
**MD, MPH, FACP**  
Chief Medical Officer



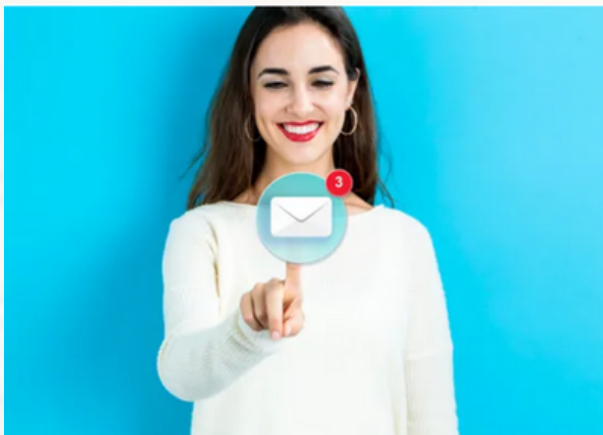
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## Get in Touch!

Please feel free to reach out for any questions.



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