



PRESS RELEASE

SonarMD Sees Exceptional Engagement after Launch in New Market

Care coordination company expands to Minnesota and drives record engagement with healthcare veteran Beth Houck at the helm

CHICAGO, October 14, 2021 – [SonarMD](#) continues to gain momentum in 2021 as the leading value-based care coordination solution for complex chronic diseases, highlighted by record-setting patient engagement rates in its newest market and updated chief executive leadership.

Today the company announces the successful launch of a value-based agreement with a major insurer in Minnesota and Minneapolis-based MNGI Digestive Health. In the first three weeks of the collaboration, SonarMD engaged 75% of eligible MNGI patients with Inflammatory Bowel Diseases (Crohn's and ulcerative colitis) in its longitudinal remote monitoring program, which is proven to reduce the need for ER visits and hospitalizations, lowering costs by 15% per patient per year.

SonarMD's rapid adoption in Minnesota reflects the growing need for interventions that improve the quality of life for patients with complex chronic diseases and lower their overall cost of care. The United States spends an estimated \$937 billion annually on specialist-led care for complex chronic diseases, often stemming from preventable health emergencies.

Leading the charge to improve complex chronic disease care is Beth A. Houck, Chief Executive Officer of SonarMD. Houck recently moved into the role from her post as SonarMD's Chief Operating Officer. A key member of the founding executive team, Houck helped build SonarMD's operational infrastructure from the ground up. Prior to SonarMD, Houck spent eight years growing the healthcare performance optimization company, SA Ignite/SPH Analytics, where she was the first employee.

"I am honored to lead a company dedicated to improving the lives of patients with symptomatic chronic illness," Houck said. "SonarMD's model, which aligns incentives to support proactive care coordination, is well-positioned to help payers and providers better meet the needs of these populations."

The COO role was filled by Julie Schokora, RN, who previously served as SonarMD's Chief Product Officer. Schokora is an industry veteran with previous leadership experience at Evolent Health, Health Care Service Corp., and Deloitte Consulting.

"I'm confident Beth and Julie are the right leaders to scale our mission at SonarMD. They have a proven track record of building channels of growth, which will help us continue to reach more patients with complex chronic diseases," said Dr. Lawrence Kosinski, SonarMD's Founder and Chief Medical Officer.



About SonarMD

SonarMD is the leading value-based care coordination solution for complex chronic diseases. Our longitudinal, high-engagement platform helps detect clinical deterioration in patients with symptomatic chronic illness and makes it easier for patients and specialists to work together to address worsening symptoms before they become health emergencies. SonarMD works with payers and specialists to align incentives and provide effective, technology-driven care within existing practice workflows. Our approach is proven to keep people healthier and reduce costs by 15% per member per year. SonarMD is proud to be a CB Insights Digital Health 150 company for leading innovation in healthcare. Visit [SonarMD.com](https://www.sonarmd.com) to learn more and follow us on [LinkedIn](#) and [Twitter](#).

###

CONTACT:
Patty Keiler
312-550-5394
patty@collaborate.health