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FOR IMMEDIATE RELEASE



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20Fathoms kicked off their inaugural HealthSpark Accelerator cohort Apr. 12 with 10 startups including Ann Arbor based IndividuALLYtics

Ann Arbor, Mich. – On April 12, **20Fathoms** welcomed leaders from 10 startups to the first day of instruction for the HealthSpark Accelerator, a 12-week high-intensity startup acceleration program for digital and telehealth startups.

As a participant IndividuALLYtics will receive more than 100 hours of instruction from senior healthcare leaders, serial entrepreneurs, investors, and professional service providers.

“The HealthSpark Accelerator is unique in that we are focused on startups using advanced technology to solve problems faced by providers, patients, and caregivers in rural areas like Northern Michigan,” said Lauren Bigelow, Executive Director of 20Fathoms. “Additionally, participants will benefit from a curriculum featuring world-class speakers, mentors, and healthcare systems.”

“The HealthSpark Accelerator facilitators are exceptional at frequently testing our startup business model and solution model hypothesis during the seed stage of development,” commented Dennis Nash, CEO of IndividuALLYtics. **“They are taking years of learning and market testing time down to a few months. This derisks disruptive innovators, like IndividuALLYtics and the other great digital health cohort teams ([10 Startups Selected for the 2021 HealthSpark Accelerator - 20Fathoms](#)), so they can be more successful for healthcare customers and early stage investors immediately, which generates faster growth, great jobs, and most importantly better care outcomes for patients and doctors at less cost. For**

IndividuALLYtics, this has helped connect additional medical leaders and investors to further our evidence based outcomes study kickoff of 1000 patients with multiple chronic conditions to validate 20% to 100% improvement on patients' physical, mental, social and life health outcomes over current standard of care while doctors earn more in less time with higher safety and less risk."

IndividuALLYtics , along with other digital and telehealth startups were invited to participate in the 2021 cohort. IndividuALLYtics supports both patients and practitioners by providing focused, personalized treatments for chronic diseases and mental health disorders. The companies utilize advanced and emerging technologies to resolve healthcare challenges that particularly impact patients, providers, and caregivers in rural areas and community health settings, including chronic disease management, access to care, remote patient monitoring, patient follow-up and compliance, care coordination, mental health, and provider burnout.

Public Keynote Presentations

20Fathoms invites the public to attend the HealthSpark Accelerator keynote presentations, provided by national leaders in healthcare transformation. Registration is open for these events:

- **June 3, 12 pm to 1 pm ET: Virtual Event with Co-founder of U.S. Robotics and Principal of Boomerang Catapult, Casey Cowell, and Co-founder & CEO of HealthBridge, Greg VandenBosch**

"Building an Investor/Tech Startup Relationship"

Highly successful entrepreneurs Casey Cowell and Greg VandenBosch share their expertise on building tech companies and fundraising in the Midwest, far from the coastal startup and investment hubs.

- **June 10, 12 pm to 1 pm EST: Virtual Event with Munson Healthcare President & CEO, Edwin A. Ness, and Harness LLC Founder & President, John Shallman**

"Rural Healthcare Delivery: Post-pandemic Strategic Considerations"

Munson Healthcare President & CEO Edwin A. Ness along with John Shallman, President of Harness LLC, will provide a viewpoint from within a rural healthcare system as they emerge from the COVID-19 pandemic with an eye to the future and the "new normal" in healthcare delivery.

About IndividuALLYtics, Inc.

IndividuALLYtics[®] *IAQplus*TM is the industry's first telemedicine platform that combines data from remote monitoring devices with the best clinical guidelines and, using a patent-pending analytical engine, for personalised, precise optimised multi-therapy care for Multiple Chronic Condition (MCC) patients – including those with COVID-19.

About 20Fathoms

20Fathoms is the nexus of northwest Michigan's tech community. We are a membership organization that works with innovators, creatives, technologists, entrepreneurs, and intrapreneurs – providing them incubation services, a vibrant coworking space, and the resources they need to succeed. Led by a team of entrepreneur, investor, startup, and tech veterans, we offer education programs, funding opportunities, and access to a national network. Most importantly, ours is a supportive community with an eye for fostering business growth and cultivating innovation and ideas. All of this is located in Traverse City where the daily hustle is in balance with a small-town, nature-focused lifestyle. Our work is made possible in part by Munson Healthcare, the Casey Cowell Charitable Fund, and the Jim & Diana Huckle Family Foundation. For more information visit: 20fathoms.org.

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