

**HIQOR, Inc. solidifies position as leading provider of patient and consumer data analytics and health risk information to the \$600B+ personalized medicine, insurance and health products markets.**

San Diego, CA – HIQOR, Inc. recently solidified its position as a pioneer in delivering personalized health data through the strategic acquisitions of four innovative health-tech companies: Cardiogram, Bearn, MMG Fusion, and Illumivu.

HIQOR has for the last decade been part of the rapidly expanding \$600B+ personalized medicine, insurance and health products markets. HIQOR collects and refines physiological, behavioral, biometric and environmental data to identify an individual patient or customer's needs and then matches them with unique value-added medical and commercial goods and services that can improve their health outcomes and overall wellbeing.

These acquisitions significantly expand HIQOR's capabilities in patient data collection, sophisticated AI analytics and precision matching unique individuals to partners and providers across a wide range of healthcare, insurance and business sectors. HIQOR has also acquired additional longitudinal biometric data of five million people for use in training AI and machine learning tools to improve cardiometabolic, sleep and behavioral healthcare.

"At HIQOR, we turn biometric scans, smartphone assessments and wearable health data into hyper-personalized goods and services that people need and actually want", said Aaron Drew, CEO of HIQOR. "We're not predicting the future of personalized medicine, personalized insurance and personalized healthcare products -- we're helping build them, one heartbeat, one healthy choice, and one empowered consumer at a time."

HIQOR also welcomes investors from the acquired companies -- Health Catalyst Capital, Pisgah Fund, Riverside Acceleration Capital, and SFP Capital Partners -- who all will continue to be valued partners going forward. SFP Capital has been funding the growth capital needed for the integration and buildout of the newly acquired companies, and will continue to fund and raise growth capital from a diverse group of strategic partners and stakeholders.

Paul Serini, Managing Partner at SFP Capital, has been appointed Executive Chair and CFO of HIQOR, bringing more than 35 years of experience in organizational management, healthcare, law and finance. He will oversee the integration of the four new subsidiaries and help guide the company's operations and strategic vision. "HIQOR is part of the bridge between home health-monitoring and clinical and business decision making", said Serini. "The analysis of consumer health data from biometric smartphone scans and wearables provides daily or more frequent information that traditionally has been unavailable to providers of medical and commercial goods and services that improve health outcomes and consumer wellbeing."

**About the Acquired Companies:**

- **Cardiogram**, a mobile app that transforms smartwatches and other wearables into heart monitors, provides insights into cardiovascular health and has been downloaded to 11 million smartphones. It analyzes heart rate data to help users understand their heart's patterns and identify potential health

risks. The app also offers features like blood pressure logging, sleep tracking, and personalized risk scores.

- **Bearn** specializes in wellness platforms that drive healthcare consumer engagement through rewards-based systems. Bearn's solutions enhance compliance and facilitate matching of each individual's unique needs with providers of customized goods and services, significantly benefiting employers, insurers, and wellness stakeholders.
- **MMG Fusion**, an award-winning dental SaaS marketing company established in 2013, delivers integrated digital marketing, analytics, and operational software solutions tailored to dental practices and organizations.
- **Ilumivu** is renowned for its advanced software solutions that collect and analyze multimodal behavioral health data via smartphone applications, such as Cardiogram. Widely adopted in clinical research by leading universities and research institutions, its mEMA platform adds a sophisticated layer of behavioral health analytics to HIQOR's technology stack.

### About HIQOR Group

HIQOR Group is dedicated to improving each individual's healthcare outcomes and enhancing their wellbeing through personalized healthcare and product recommendations identified through refined data and advanced AI-driven diagnostics. HIQOR's proprietary platforms analyze extensive biometric and behavioral datasets, delivering actionable insights and targeted engagement solutions to healthcare providers, insurers, businesses, and clinical researchers.

With HIPAA-compliant access to data from millions of users, HIQOR enables individuals to harness their own data and learn about personalized healthcare, goods and service offerings customized for their individual needs. Its customers include Fortune 100 companies, large healthcare organizations and leading Universities and clinical research facilities.

For more information, visit [www.hiqor.com](http://www.hiqor.com).

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### About Health Catalyst Capital (HCC)

Health Catalyst Capital Management ([HCC](http://HCC)) invests in privately held healthcare technology and services businesses that aim to enhance care quality, access, and affordability. We leverage relationships with over 250 major healthcare and technology enterprises to identify sustainable investment themes. We co-invest alongside strategic partners, some of which are limited partners in our funds. HCC drives value creation by helping portfolio company management teams integrate AI into their operations and build commercial relationships that accelerate growth, including hundreds of direct introductions by HCC to prospective customers and partners.

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