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Healthbox Expands to Salt Lake City and Diversifies Industry Partners

The Accelerator Aligns with Leading Organizations and Sources the Best Solutions for Investment and Partnership, Regardless of Stage

Salt Lake City, Utah – June 6, 2014 – Healthbox, a leading business accelerator focused on healthcare technology and technology-enabled companies, today confirmed it is taking its accelerator program to Salt Lake City this August. Through partnerships with innovative organizations Intermountain Healthcare and HealthEquity, in addition to Zion’s Bank and BD (Becton, Dickinson and Company), Healthbox is sourcing companies, regardless of development stage, that meet the needs of a rapidly changing healthcare industry. The companies selected for the 16-week program will have unique access to Healthbox strategic partners, gaining an understanding of the key challenges plaguing these organizations and how to adapt their solutions to truly solve these challenges.

“We are thrilled to expand to Salt Lake City and build relationships with the local community. Utah has one of the fastest growing economies, and we believe there is a large opportunity to elevate the recognition of the area’s talented healthcare entrepreneurs,” says Nina Nashif, founder and CEO of Healthbox. “As Healthbox continues to grow, it is important that we commit to communities with both strong local health economies and an interest in advancing innovation.”

Healthbox will collaborate with a portfolio of companies that span from the ideation phase to those that have already generated significant revenue and raised rounds of financing. Healthcare entrepreneurs continue to need support as they scale within a complicated industry, and the program is able to provide the guidance and introductions to significantly expedite growth.

“To increase quality and service while containing costs, we need to expand our thinking and partner with new solutions to drive real system-wide improvements,” says Bert Zimmerli, Intermountain Healthcare’s chief financial officer and executive vice president. “Through the accelerator, Intermountain Healthcare will be a resource for the companies on the frontlines of innovation, supporting their growth.”

Healthbox Salt Lake City is capitalizing on the intense market pressure to think differently about how to solve critical challenges in the industry. In particular, the partnership of Intermountain Healthcare, BD and HealthEquity is focused on the rising role of the consumer in healthcare and the applicability of data analyses in improving



clinical decision-making. The need for innovation has never been greater, but organizations must find technologies that are going to incorporate easily into established workflows and immediately provide value.

“We are excited to collaborate with a variety of industry organizations through Healthbox Salt Lake City,” says Stephen D. Neeleman, MD, founder and vice chairman, HealthEquity. “To continue to succeed in this changing industry, we recognize the need to partner not only with other healthcare institutions but with emerging companies building solutions that push our boundaries.”

Passionate companies with innovative solutions and eagerness to be part of the Healthbox community are encouraged to apply. Applications are open on the Healthbox website through June 30 at <http://www.healthbox.com>. Check the Healthbox website, Twitter page and Facebook page for more details on timing and additional locations.

About Healthbox

Healthbox (www.healthbox.com) is the preeminent source of healthcare innovation and drives actionable collaboration between inventors, entrepreneurs and the healthcare industry. Our accelerators offer serious entrepreneurs the candid, unparalleled healthcare industry access and insight needed to succeed in a complex marketplace. We also partner with leading healthcare organizations to advance a culture of idea generation, business creation and external collaboration. With operations in Boston, Chicago, Florida, Salt Lake City, Nashville and London, Healthbox is building a strong, global community dedicated to driving change in healthcare. Healthbox has a portfolio of more than 50 active companies and strategic partnerships with more than 20 healthcare organizations.

About Intermountain

Intermountain Healthcare is a Utah-based not-for-profit system of 22 hospitals, 185 clinics, a Medical Group with about 1,300 employed physicians, a health plans division called SelectHealth, and other health services. Intermountain is widely recognized as a leader in transforming healthcare through high quality and sustainable costs. For more information about Intermountain, visit www.intermountainhealthcare.org.

About HealthEquity

Founded in 2002, HealthEquity is one of the nation’s oldest and largest dedicated health savings custodians. The Company’s innovative technology platform and tax-advantaged accounts help members build health savings, while controlling health care costs. HealthEquity works with 57 health plan partners and services more than 1.3 million healthcare accounts for employees at 25,000+ companies across the United States. To learn more, visit www.HealthEquity.com.

**About Zions Bank**

Zions Bank is Utah's oldest financial institution and is the only local bank with a statewide distribution of financial centers, operating 101 full-service centers. Zions Bank also operates 26 full-service financial centers in Idaho. In addition to offering a wide range of traditional banking services, Zions Bank is also a leader in small business lending and has ranked as the No. 1 lender of U.S. Small Business Administration 7(a) loans in Utah for the past 20 consecutive years. Founded in 1873, Zions Bank has been serving the communities of Utah for more than 140 years. Additional information is available at www.zionsbank.com.

About BD

BD is a leading medical technology company that partners with customers and stakeholders to address many of the world's most pressing and evolving health needs. Our innovative solutions are focused on improving drug delivery, enhancing the diagnosis of infectious diseases and cancers, supporting the management of diabetes and advancing cellular research. We are nearly 30,000 associates in 50 countries who strive to fulfill our purpose of "Helping all people live healthy lives" by advancing the quality, accessibility, safety and affordability of healthcare around the world. For more information, please visit www.bd.com.