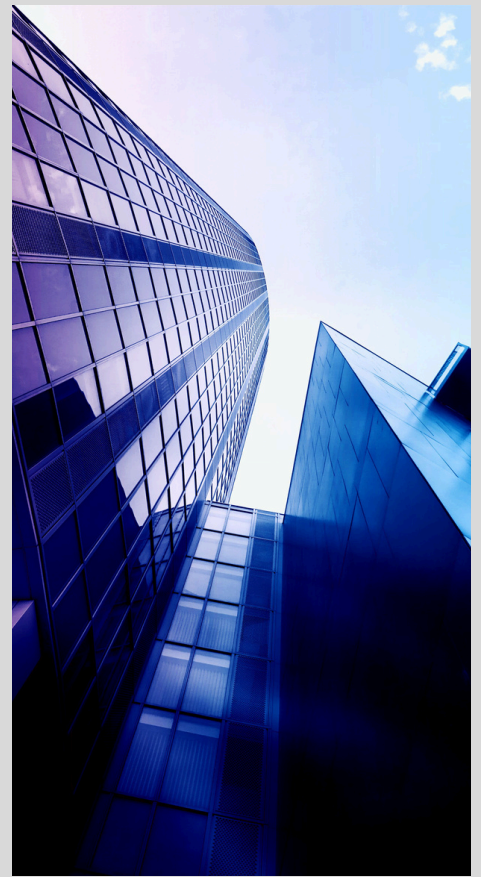


# THE NEXT CHAPTER



## **KELLY KEEGAN SHARES HOW QR8 HEALTH IS CHANGING COGNITIVE CARE**

In a recent interview, we sat down with Kelly Keegan, the new Chief Commercial Officer of Qr8 Health, to gain insights into his vision and the dynamic changes happening at the company. As a leader in digital cognitive health, Qr8 Health is redefining the approach to cognitive assessments. During our conversation, Keegan outlined the strategic initiatives propelling the company forward and emphasized its commitment to improving patient outcomes while setting new industry standards. His insights reflect how Qr8 Health is positioning itself at the forefront of cognitive health innovation.

Here's what he had to say.



**You've had a long and successful career in healthcare leadership. What drew you to the opportunity at Qr8 Health, and what excites you most about this new role?**

I've always been passionate about innovation that makes a tangible difference in people's lives, and Qr8 Health is doing exactly that. The opportunity to work with cutting-edge technology that addresses cognitive care, particularly in early identification and intervention, was something I couldn't pass up. What excites me most is the opportunity to help shape the future of digital cognitive care at a time when scalable and effective solutions for aging populations are more crucial than ever.

***...we're committed to keeping our technology at the forefront of efficacy and usability, ensuring we adapt as the market evolves.***

**You've worked with leading healthcare organizations like Cleveland Clinic and Anthem BCBS. How do you think your past experiences will shape your approach as CCO at Qr8 Health?**

My professional experiences have given me a deep understanding of the intersection between healthcare delivery and payer models. I've seen firsthand how important it is to have tools that not only improve patient outcomes but also integrate seamlessly into existing healthcare systems.

At Qr8 Health, I'm focused on leveraging these insights to create partnerships and strategies that demonstrate the value of our cognitive assessment tools, both clinically and financially.

**What is your vision for Qr8 Health as it continues to grow in the digital cognitive care space?**

My vision is to be the leader in digital cognitive care by offering end-to-end solutions that not only enhance patient outcomes but also streamline workflows for providers. As we continue to grow, I see us expanding our offerings, enhancing the accessibility of our tools, and setting new benchmarks throughout the industry for cognitive care.

**What do you see as the biggest opportunities for Qr8 Health in the next 2-3 years?**

Clearly, one of our biggest opportunities lies in expanding partnerships with health systems and payers to show how cognitive care can fit into their frameworks.

Additionally, with the increasing focus on aging populations, there's a tremendous opportunity to become the go-to solution for cognitive health throughout the entire patient journey, not just in clinical settings but also in at-home assessments.

**The healthcare landscape is constantly evolving. What challenges do you foresee for the digital cognitive care market, and how will Qr8 Health address them?**

One of the key challenges we face is ensuring that digital cognitive assessments are trusted by both healthcare providers and patients. This means constantly validating our tools, working to align with new regulations, and making sure we fit seamlessly into workflows without adding complexity. At Qr8 Health, we're committed to keeping our technology at the forefront of efficacy and usability, ensuring we adapt as the market evolves.

**Qr8 Health has been very successful with its Qr8 Cognition Suite. How do you plan to expand the company's market presence and build stronger partnerships?**

We are expanding our offerings and increasing our focus on education and awareness—helping providers understand how end-to-end digital cognitive care drives both better patient outcomes and operational efficiencies. We'll also continue to build strong partnerships with large healthcare systems and insurers to demonstrate the value of early cognitive assessment in both fee-for-service and value-based care models.

**Cognitive care is becoming a growing area of focus as populations age. How do you believe Qr8 Health can contribute to better patient outcomes, particularly for those affected by dementia and cognitive decline?**

Early detection is key when it comes to cognitive decline, and that's where Qr8 Health's technology makes a significant impact. By identifying issues like Mild Cognitive Impairment earlier, we help healthcare providers to intervene sooner, potentially slowing, and ultimately managing, the progression of conditions like dementia. This improves quality of life for patients and helps reduce the burden on families and the healthcare system.

**What does success look like for you and for Qr8 Health over the next few years?**

Success for us at Qr8 Health means being the go-to leader in digital cognitive care. We're all focused on having a positive effect on patient outcomes, especially by detecting cognitive decline early, improving care quality, and easing the long-term challenges of dementia. For us, this is nonnegotiable—it's the foundation of everything we do.

