



OSHI HEALTH™

Oshi Health Announces Expansion of Leadership Team as Firm Continues Rapid Growth

Industry Veterans Join the Developer of the #1 Inflammatory Bowel Disease Mobile App to Expand Product Development and Address Market Needs

New York, NY – 19 December, 2018 — Oshi Health, Inc., the #1 mobile app for managing inflammatory bowel disease (IBD), announced today the expansion of its executive team with multiple hires in critical leadership roles. The additions come after the tremendous growth of the Oshi platform. Since its US launch on June 1, 2018, the app has been installed over 35,000 times, making it the leader in the space. Oshi Health helps people with Crohn’s disease and ulcerative colitis better manage their disease through track, learn, and ask functionality, while building an aggregated and anonymized body of global data that will help the world to better understand and more effectively treat IBD.

Oshi is available via [Apple App Store](#) or [Android Google Play](#) and recently expanded to Canada, the United Kingdom, and Denmark.

“Oshi Health was founded one year ago to solve the mobile & digital needs of the IBD community,” shared Daniel Weinstein, CEO, Oshi Health, Inc. “In 2019, we look to expand on the tremendous progress we made this year. Our mission is to improve the management of IBD through a digital platform and the collection of unique real-world data. Oshi Health’s new hires add to our world-class team and will help accelerate this mission.”

Jennifer David, Head of Partnerships: Previously at Saatchi & Saatchi Wellness, Jennifer develops, closes, and manages major partnerships. Her role focuses on developing relationships that add value to the Crohn’s & colitis community and enhance Oshi’s digital platform.

Nancie George, Head of Content: Coming from Sharecare and Everyday Health, Nancie creates content and editorial strategies to deliver Oshi’s vision of providing best-in-class content to the IBD community. Working closely with patients and experts, she leads topic generation and engagement.

Michael Goodman, Chief of Staff: Joining from Boston Consulting Group (BCG), Mike leads business strategy development to solidify Oshi Health’s position as an industry innovator. Working closely with CEO Daniel Weinstein, Mike drives key business initiatives.

The expanded leadership additions join previous key hires, Sona Chandra, Barak Poker, and Steve King.

Sona Chandra, Head of Strategy and Operations (Europe): Sona is a co-founder of Oshi Health. She is leading Oshi Health’s business and product implementation efforts across Europe and Canada, as well as supporting product development and corporate strategy.

Barak Poker, Head of Product: Previously at Cohero Health, Barak is responsible for product development and leading the end-to-end architecture and engineering of Oshi Health's digital platform. Listening carefully to Oshi's users, Barak ensures continuous innovation across the mobile app.

Steve King, Head of Growth: Steve is an experienced digital growth leader with a track record of delivering paid, owned, and earned marketing expertise. At Oshi Health, he drives user acquisition and partners across the organization to accelerate new opportunities and solidify Oshi's strategic position.

About Oshi Health, Inc.

Oshi Health is a digital health company revolutionizing the management and treatment of inflammatory bowel disease. It empowers people with IBD through tracking and education, and it supports IBD stakeholders within the healthcare community, including medical researchers, with data that enables new treatment advances and care optimization. The company is led by digital health veteran and CEO Daniel Weinstein, who previously co-founded Cohero Health. The company has raised a significant Series A round of funding led by a leading global healthcare company. For more information, visit <https://www.oshihealth.com>.

Media Contact:

Oshi Health, Inc. | Steve King, Head of Growth | steve@oshihealth.com | 646-876-8463