Title: Twistle Completes an $18 Million Financing Round

Subtitle: Patient engagement companies raised close to $1 billion since 2013

Twistle, a provider of digital care communication and patient engagement platform, announces an investment from Providence Ventures, a venture capital arm of Providence St. Joseph Health, and ChristianaCare, a private, not-for-profit regional health care system. This investment closes Twistle’s latest funding round at over $18 million, according to the company press release.

The Twistle platform encourages healthcare organizations to deliver personalized care to patients by engaging the patients with care teams through multi-channel engagement, including interactive voice response and text messaging. Twistle assists patients in their care and helps follow best practices, communicate as needed with their care teams, and achieve better health outcomes.

"If we want to deliver great care and bend the cost curve of healthcare in the United States, we cannot continue following the status quo. We have to use automation intelligently to increase the effectiveness of our care teams, and find better ways to engage patients in the ownership of their own health. Our valued relationships with Providence and ChristianaCare will help us accelerate product development and innovation, not only honing our ability to automate patient communication for cost savings but also helping forward-thinking health systems differentiate their services to grow their consumer appeal and revenue," said Kulmeet Singh, Twistle CEO, in a company press release.

Twistle says it has served over 150,000 patients to navigate their specific care journeys throughout a clinic or hospital visit.

Over 100 investors have funded close to $1 billion in digital patient engagement companies since 2013, according to Mercom Data. Khosla Ventures, Rally Ventures, JMI Equity, Arboretum Ventures, Miramar Venture Partners, BCBS Venture Partners, Chicago Ventures, and Mansa Capital led the financing activity with multiple investments in the digital patient engagement sector.

"Providence St. Joseph Health is building highly engaged digital relationships with patients to improve the health of populations in the communities we serve," said Aaron Martin, Executive Vice President and Chief Digital Officer at Providence, in a company press release. "We have made Twistle's care pathway automation platform a core piece of our digital strategy to amplify our care teams' capacity to deliver timely, personalized, and proactive care to our patients. We are excited about what Twistle brings to health care that we also want to participate as a strategic investor and help the company scale its solution."

**Other Patient Engagement Deals**

LynxCare, the provider of patient education and engagement automation tools, raised $1.4 million in funding from PMV and VLAIO.

Conversa Health, a developer of a digital patient engagement platform that enables digital checkups by facilitating patient-doctor communication, raised $8 million in funding.

Tags:

Twistle, LynxCare, Conversa Health, Patient Engagement

<https://www.prnewswire.com/news-releases/twistle-adds-providence-saint-joseph-health-and-christianacare-to-investment-syndicate-to-complete-an-18m-financing-round-300996388.html>

<https://www.twistle.com/>