



# Annual Impact Report

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## As we reflect on another year of progress, I am inspired by the life-improving actions we've taken together. Our shared commitment to creating better lives for everyone experiencing physical and behavioral health disorders has never been stronger.

It has been particularly inspiring to support and focus more resources on addressing the unique challenges of high-need, high-cost individuals, an area of focus that will continue to grow in the coming years.

Over the past year, our partnerships with providers, health plans and governments supported individuals through billions of pivotal moments—whether transitioning from hospital care, responding to 988 Lifeline calls or facilitating follow-up for vulnerable populations.

More than isolated instances, we know each of these pivotal moments is a key opportunity to shape health journeys and improve outcomes. Already, hundreds of thousands of providers across 52 states and territories are leveraging real-time care collaboration insights to help individuals receive targeted, compassionate interventions precisely when they are needed most, relieving pressure on healthcare systems and enhancing resilience within the communities we serve.

Throughout this year's Annual Impact Report, we explore how best practices and innovative strategies are shaping healthcare's future and making the most of these pivotal moments, particularly for behavioral healthcare integration. With a focus on improving behavioral health outcomes through new solutions and partnerships, we're empowering life-improving action in pivotal moments for those facing both physical and behavioral health challenges. From closing critical care gaps through unique health plan and provider collaborations to driving millions in savings with real-time patient insights, this report highlights the latest evolutions in healthcare.

You'll also find innovative approaches aimed specifically at improving behavioral healthcare access through care integration tools and services to address workforce challenges. Forward-thinking organizations are already transforming patient care with cutting-edge solutions such as Bamboo Bridge, which provides real-time support with Bamboo Health care navigators and the full suite of Bamboo Health's physical and behavioral health solutions of patient insights. We are excited to continue collaborating on solutions that make a difference for both providers and patients.

Together, in the year ahead and beyond, we look forward to delivering innovative ways to empower the critical, life-saving work you all do to forge healthier, more connected individuals and communities. Thank you for partnering with us to deliver life-improving actions.

With gratitude,

**Jeff Smith**  
CEO, Bamboo Health



**“Each pivotal moment is a key opportunity to shape health journeys and improve outcomes.”**

Jeff Smith



# 2025 Predictions

- 1** Health Plan-Provider Collaboration for High-Cost Claimants
- 2** Behavioral Healthcare Integration
- 3** Evolution of Intelligence Assistance (IA)





## 1 Health Plan-Provider Collaboration for High-Cost Claimants

High-need, high-cost claimants, particularly individuals with complex behavioral health conditions (i.e. mental illness, substance use disorder and comorbidities), represent a shared challenge for providers and health plans; one that requires streamlined collaboration systems and processes to quickly improve patient outcomes without increasing cost or resource burden.



## 2 Behavioral Healthcare Integration

Primary care physicians and behavioral health providers will need to continue to create opportunities to collaborate more closely to identify and close gaps in care. Roughly two-thirds of Americans<sup>1</sup> with a diagnosed mental health condition were unable to access treatment, representing millions of individuals going without necessary care. To achieve excellent outcomes, we have to treat the underlying conditions. Otherwise, the progress made in managing common chronic conditions may be undone by unaddressed behavioral health events. As demand for services persist with gaps in care, providers will require greater insight and integration of both physical and behavioral healthcare.



## 3 Evolution of Intelligence Assistance (IA)

With the rise of artificial intelligence and the continued deluge of patient data, healthcare stakeholders — whether providers, health plans or government health authorities — are changing the way they interact with information. One growing trend we expect to see more of is the concept of Intelligence Assistance (IA), which emphasizes augmenting human decision-making rather than replacing it. IA combines the knowledge of AI with human-informed decision-making, helping users identify the best possible plan and empowering them to execute the plan effectively. With these tools, stakeholders can anticipate patient needs, manage high-risk populations and streamline administrative processes. The shift from reactive to proactive care, driven by IA, will elevate patient outcomes and operational efficiencies across the healthcare landscape.



**DID YOU KNOW?**

Jeff Smith was named one of the Top 25 Healthcare Software Executives of 2024 by *The Healthcare Technology Report*.

1. <https://www.inseparable.us/AccessAcrossAmerica.pdf>



# Award-Winning Provider-Health Plan Collaboration With Humana and Privia Medical Group—Georgia

Improved Follow-Up Care Measures  
for Medicare Advantage Patients

## The Challenge:

Lack of real-time data presents serious barriers to care coordination for patients after they leave the hospital.





### The Solution:

Innovative collaboration between Humana, Privia Medical Group (PMG)—Georgia and Bamboo Health to identify and close gaps in care for patients enrolled in Medicare Advantage plans.

### The Impact:

The combined team improved patient outcomes, reduced the risk of hospital readmissions, lowered the cost of care and improved CMS Star Ratings with Bamboo Health’s Care Gaps solution. Results include:

8.2%

improvement in transitions of care measures (TRC) by Privia



Increased visibility into patient whereabouts via Bamboo Health’s Pings platforms’ TRC & FMC flags over a 90-day period

3.2%

improvement in follow up care measures (FMC) by Privia

84%

of Pings alerts closed by Privia, resulting in timelier follow-up, better care coordination for patients/members and improved provider satisfaction



This innovative partnership was one of only 22 presentations selected for a Points of Light Award at the 2024 K2 Collaborative Summit, a KLAS Research conference for health plans, providers and industry leaders.





**Bamboo Bridge**<sup>®</sup>

A BAMBOO HEALTH SOLUTION

## Your Real-Time Care Companion

Individuals with behavioral health challenges are **six to eight times more costly**<sup>2</sup> to treat and represent a high percentage of high-cost claimants, driving up the total cost of care, worsening patient outcomes such as **28% higher hospital usage**<sup>3</sup> and increasing the need for providers to deliver timely and appropriate care. Yet even when clinical teams work hard to provide excellent care, workforce shortages and increasing demands like labor costs and staff burnout exacerbate challenges.

Leverage the support of care navigators and real-time insights across solution suites and an interconnected network to identify and engage individuals with physical and behavioral health conditions during pivotal moments. With one click in their Electronic Health Records (EHRs), providers and care coordinators can engage with a Bamboo Health care navigator. From here, Bamboo Health connects directly to help the

individual identify the best next step in their care journey to reduce critical gaps in care. This allows providers to focus more on delivering crucial, life-saving care while Bamboo Health handles immediate next steps: helping individuals navigate next steps in their patient journeys for improved clinical and financial outcomes.

In one pilot, providers using Bamboo Bridge achieved a **66% patient assessment rate**, **60% appointment scheduling rate** and **35% visit attendance rate** for patients with behavioral health needs. Compared to the traditional process with no follow-up intervention, these statistics represent large portions of populations that would typically go unmanaged and translate into better patient care and significant cost savings for your organization.

2. <https://www.milliman.com/-/media/milliman/pdfs/articles/milliman-high-cost-patient-study-2020.ashx> 3. <https://pubmed.ncbi.nlm.nih.gov/35980891/>

# Sharing Interstate Data Across Physical and Behavioral Healthcare in Delaware

How the Delaware Division of Substance Abuse and Mental Health (DSAMH) Identified Patients Across State Lines to Connect to Follow-Up Care

## The Challenge:

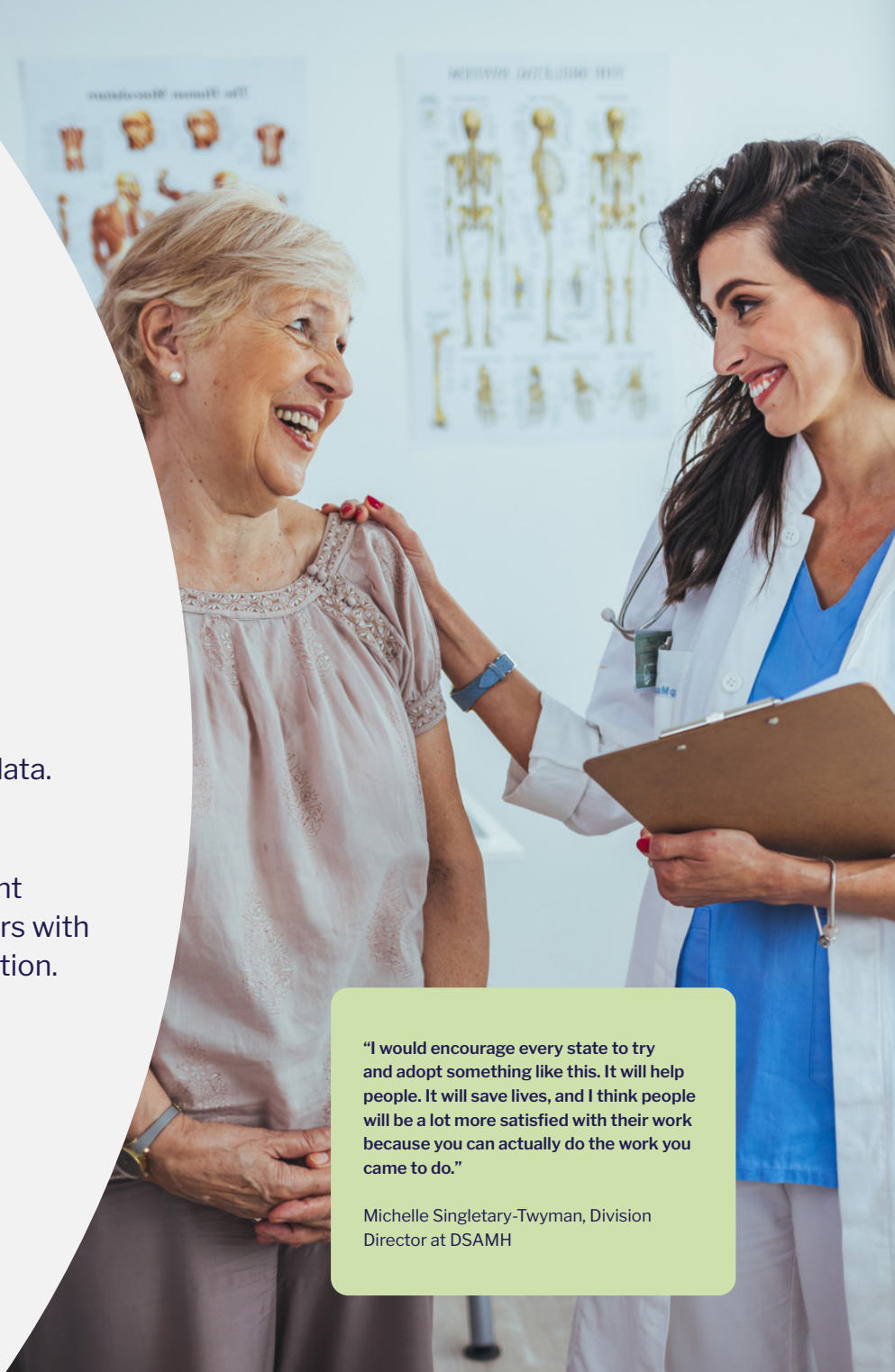
Improve care coordination, reduce administrative burden and enable providers with one digital, centralized location for actionable patient data.

## The Solution:

Leverage a unified solution suite that combines comprehensive patient context across physical and behavioral health histories to provide users with insight into patients' care journeys, leading to improved care coordination.

## The Impact:

Streamlined identification of patients receiving acute or post-acute care across state lines and utilized actionable data to improve patient outcomes and follow-up care measures.



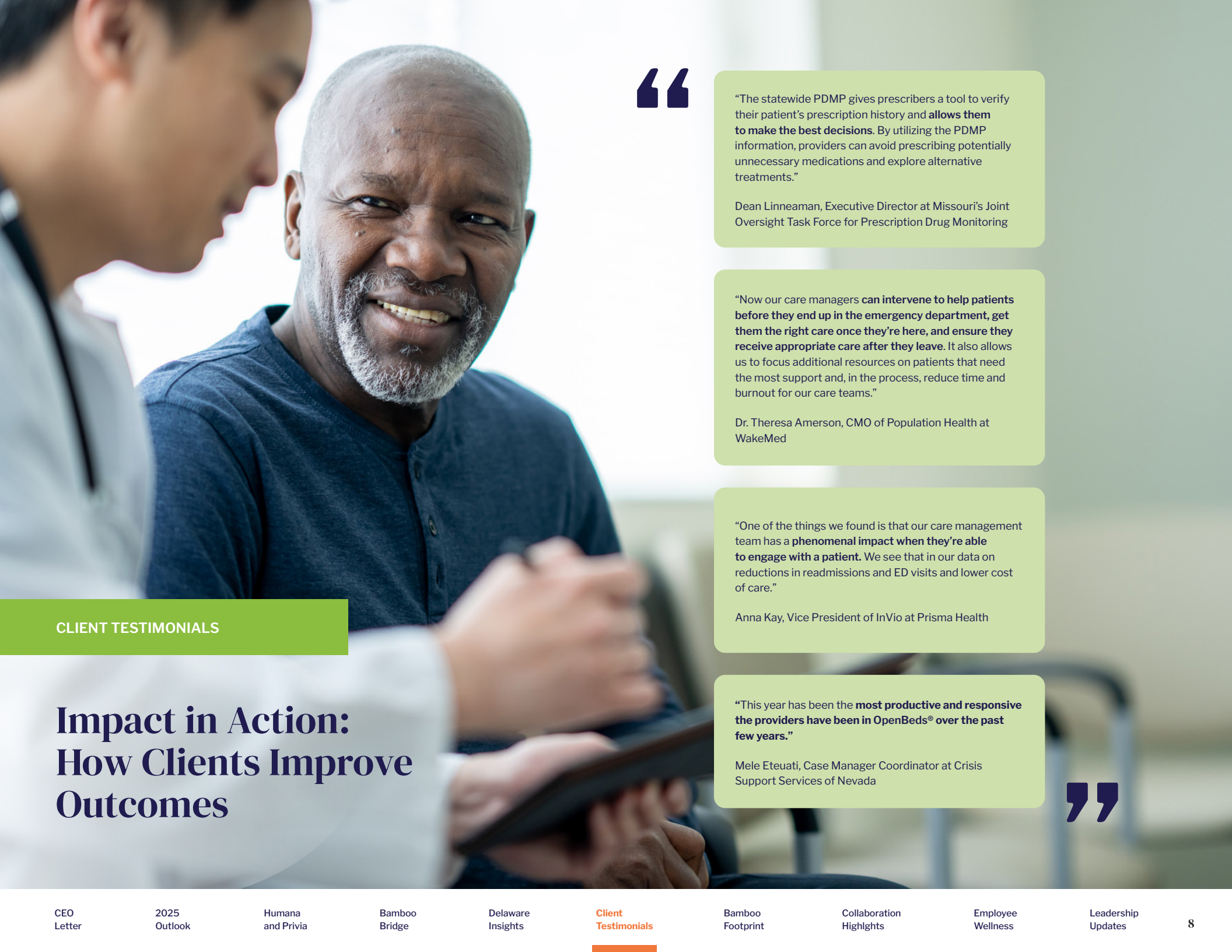
"I would encourage every state to try and adopt something like this. It will help people. It will save lives, and I think people will be a lot more satisfied with their work because you can actually do the work you came to do."

Michelle Singletary-Twyman, Division Director at DSAMH



Learn more: [bamboohealth.com/Delaware](https://bamboohealth.com/Delaware)





CLIENT TESTIMONIALS

# Impact in Action: How Clients Improve Outcomes



“The statewide PDMP gives prescribers a tool to verify their patient’s prescription history and **allows them to make the best decisions**. By utilizing the PDMP information, providers can avoid prescribing potentially unnecessary medications and explore alternative treatments.”

Dean Linneaman, Executive Director at Missouri’s Joint Oversight Task Force for Prescription Drug Monitoring

“Now our care managers **can intervene to help patients before they end up in the emergency department, get them the right care once they’re here, and ensure they receive appropriate care after they leave**. It also allows us to focus additional resources on patients that need the most support and, in the process, reduce time and burnout for our care teams.”

Dr. Theresa Amerson, CMO of Population Health at WakeMed

“One of the things we found is that our care management team has a **phenomenal impact when they’re able to engage with a patient**. We see that in our data on reductions in readmissions and ED visits and lower cost of care.”

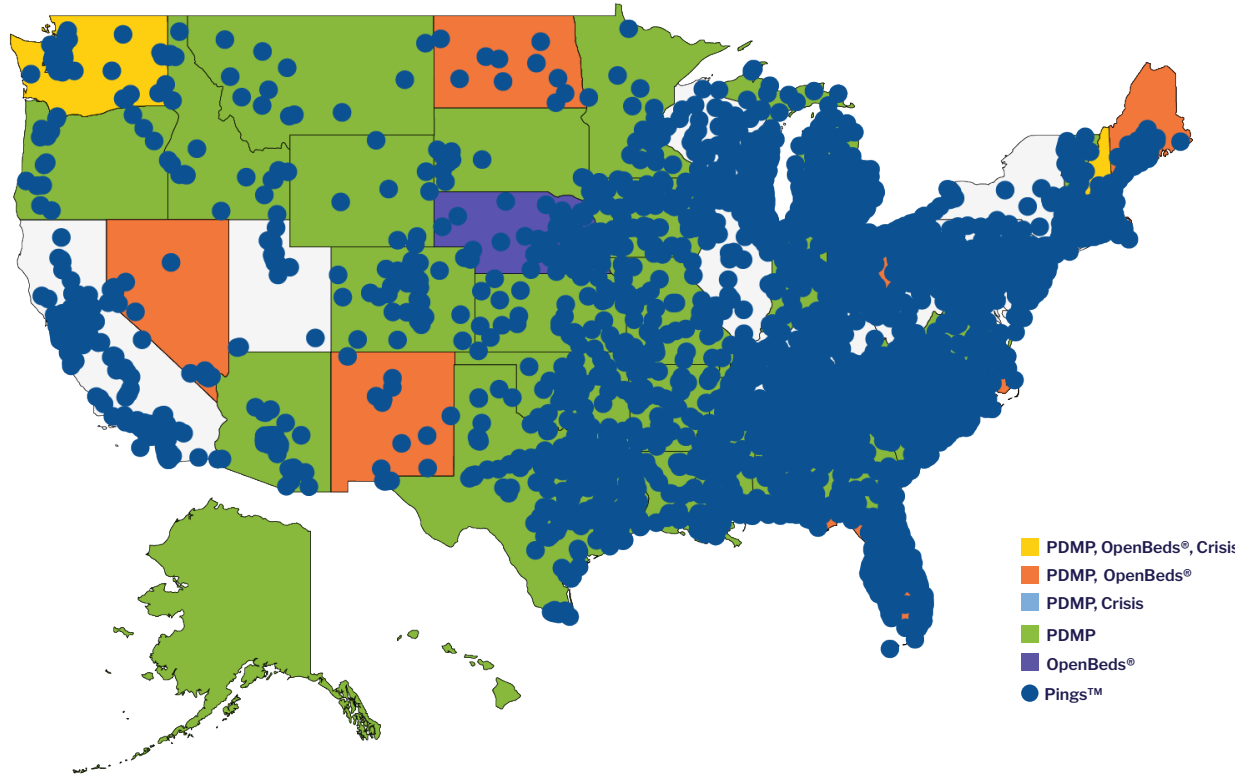
Anna Kay, Vice President of InVio at Prisma Health

“This year has been the **most productive and responsive the providers have been in OpenBeds® over the past few years**.”

Mele Eteuati, Case Manager Coordinator at Crisis Support Services of Nevada



# Connect to the Most Powerful Care Collaboration Network in the Country



**1B** Patient Encounters Across:

**30M** admission, discharge and transfer data points

**45,000+** pharmacies

**8,000** post-acute facilities

**50%+** of the largest health plans

**100%** major retail pharmacy chains

**100%** of the top 10 best hospitals

**52** states and territories

In 2024, Black Book Research awarded Bamboo Health two awards for Highest Client Satisfaction and Best Care Collaboration Solution. Nominations were gathered from 2,500+ behavioral health professionals across physician practices, treatment centers, hospitals and specialized providers.





# 2024 Collaboration Highlights

Several key healthcare organizations recently took steps toward improving whole-person care. Learn key tactics leading organizations are leveraging to address the healthcare industry's most pressing challenges.

## Missouri:

The State of Missouri and Bamboo Health partnered to deploy a comprehensive statewide prescription drug monitoring program (PDMP). The initiative is aimed at providing healthcare professionals with real-time PDMP data in their existing workflows, saving them valuable time and ensuring confidence when prescribing and dispensing controlled substances.

## Prisma Health:

Prisma Health, South Carolina's largest healthcare organization, extended their collaboration with Bamboo Health to deliver real-time patient intelligence across the healthcare delivery continuum. Prisma Health integrated three additional Bamboo Health solutions—Pings, Spotlights and Discharge Summaries—across its organization as well as its Clinically Integrated Network, inVio Health Network, consisting of more than 5,500 employed and independent clinicians, 20 hospitals and 835 practice locations.

## WakeMed:

WakeMed, a nationally recognized 970-bed not-for-profit health care system founded and based in Raleigh, N.C., partnered with Bamboo Health to enhance care collaboration and further improve patient care outcomes. By integrating the full suite of Bamboo Health's care coordination solutions, the health system aimed to foster tighter care collaboration with community providers and leverage actionable insights during pivotal moments like patient transitions.



Bamboo Health's Crisis Management System solution was selected as the 2024 "Best Care Orchestration Solution Provider" by MedTech Breakthrough, a leading market intelligence organization, out of over 4,000 nominations.

The solution connects 988 Lifeline call center professionals, mobile response teams and treatment providers to expedite access to quality care for individuals in need of behavioral health treatment.

# From Employee Wellness to Community Impact: Our Commitment to Health

Creating solutions that empower a better life for everyone experiencing physical and behavioral health disorders starts with healthy, engaged Bamboo team members. In line with that value, we were excited to launch a partnership with First Stop Health for 24/7 access to virtual primary care and behavioral health support. Our diverse and inclusive workplace translates into high-quality, responsive services and solutions that fuel the best care for patients.



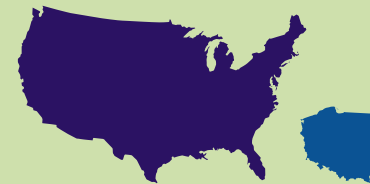
Gender Diversity

■ Male ■ Female ■ Non-binary



New Hires 2024: Demographics

■ White ■ HMC ■ Decline to self identify



Regional Diversity

■ Our US employees are in 37 states and in D.C.  
■ 19 employees located in Poland





## EMPLOYEE WELLNESS

### We introduced new programs this year designed to promote the physical, behavioral and financial health of our team members.

Our partnership with First Stop Health offers 24/7 access to virtual primary care, urgent care and behavioral health support, helping employees prioritize their well-being whenever and wherever they need it. Additionally, Bamboo employees have access to Calm, Rocket Lawyer and Boon Health (coaching), ensuring our team has peace of mind in addressing mental health and legal needs.

In alignment with our team members' desire to contribute to the communities we serve, we were thrilled to donate laptops to Option to Success and Sweet Evening Breeze, two Louisville-based nonprofits working to provide essential resources and opportunities to individuals in need. By contributing technology and supplies, we're helping these organizations deliver critical programs — ranging from behavioral health support and housing assistance to job training and more. These partnerships align with our belief that empowering communities with the right tools and resources fosters resilience and positive change.

When our team thrives, so does our ability to support you in delivering life-saving, compassionate care.



Nishi Rawat, MD, Bamboo Health's Chief Clinical Officer and founder of OpenBeds®, earned a spot on *Becker's Hospital Review's* Top Women in Health IT To Know for the third consecutive year.

## OUR LEADERSHIP

# Meet Our New Leadership Team Members

We have continued to strengthen our leadership team, welcoming new and promoted members who bring deep expertise to drive our mission of empowering life-improving actions for everyone. Get to know the team!



### Erik Moore

Chief Technology Officer

Moore spearheads the company's technological innovations, bringing over 20 years of experience in the healthcare technology sector. Moore has a proven track record of leveraging cutting-edge technology and product development to improve healthcare outcomes and respond to market demands.



### Nazir Rostom

Chief Operating and Financial Officer

With a proven track record of driving financial growth and fostering strategic partnerships, Rostom provides leadership in strategy, finance and operations. Rostom leverages his expertise to drive financial excellence and support the company in achieving its strategic objectives, ultimately delivering innovative solutions that positively impact patient care.



### Kirsten Lundquist

Senior Vice President of Product Strategy and Product Marketing

Lundquist leads the product strategy, product marketing and partnerships functions and is responsible for setting the strategic direction for each solution suite, including market opportunity analysis and investment financial business case development, research and development capital investment allocation, and product line profit and loss ownership. Lundquist has been with Bamboo since 2021, following three years with the organization under its former name, PatientPing.



### Brad Bauer

Senior Vice President of Business Development

Bauer brings over 30 years of professional experience working within commercial and government healthcare and strategic partner markets. Currently, Bauer leads state and federal government markets to include behavioral health and controlled substance growth related to Bamboo Health's integrated care service offering, the Bamboo Intelligence Hub™, and other behavioral health and controlled substance solutions. Bauer has been with Bamboo since its inception, including three years with the organization under its former name Appriss Health.



Bamboo Health was named to *The Healthcare Technology Report's* Top 100 Healthcare Technology Companies.





# Bamboo Health

**Bamboo Health empowers healthcare organizations to improve behavioral and physical health outcomes through the most powerful care collaboration network with Real-Time Care Intelligence™.**

By providing real-time insights during pivotal care moments, clients are enabled to perform life-improving actions and deliver seamless, high-quality and cost-effective whole-person healthcare. From coast to coast, Bamboo Health partners with all major retail pharmacy chains, 52 states and territories, 100% of the top 10 best hospitals and more than half of the country's largest health plans to improve more than 1 billion patient encounters annually.

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