MacroHealth

Media Kit
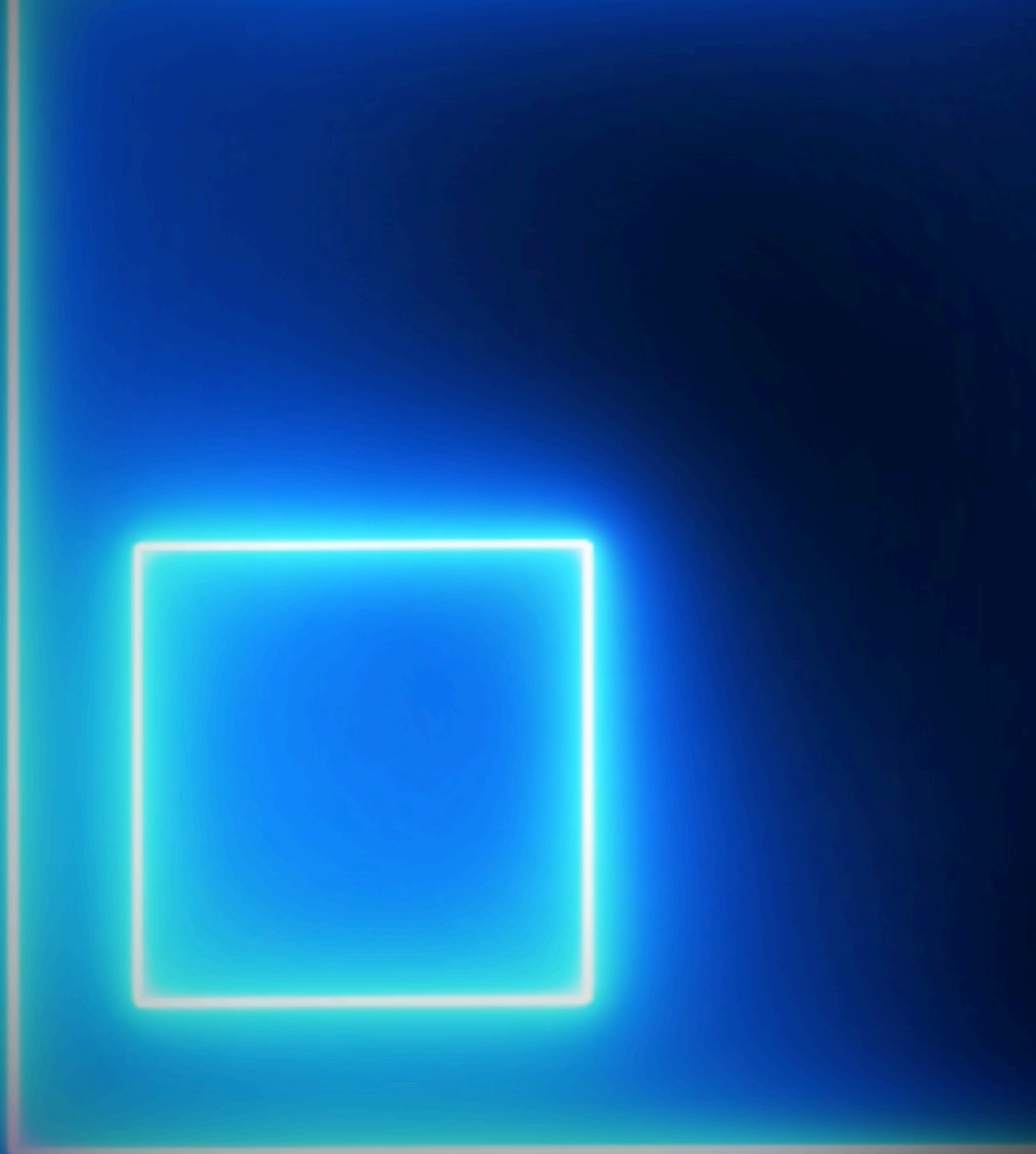
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About
MacroHealth

About MacroHealth

MacroHealth, the leader in Intelligent Health Market-as-a-Service (IHMaaS) solutions, makes purchasing and selling healthcare services simple and powerful. Our innovative platform, the MacroHealth Intelligent Exchange™ (MiX), seamlessly connects payers to their entire ecosystem of network providers and health solutions partners through one integrated platform – creating efficiency for healthcare buyers and new revenue opportunities for sellers.

With MacroHealth's holistic view of real-time data and transparent pricing, payers can identify the optimal combination of solutions for their unique member populations and then integrate with those partners directly through the MiX platform. The platform automatically recognizes ongoing trends, utilizing advanced AI and machine learning technology to identify specific ways payers can optimize their marketplace.

At the same time, the MiX platform allows Health Market Partners, such as provider networks, specialty networks, out of network repricing solutions, payment integrity solutions, and contract repricing solutions, to seamlessly connect to a payer or multiple payers, surfacing new opportunities for success, new payer relationships, and additional revenue streams — all without investing additional resources.

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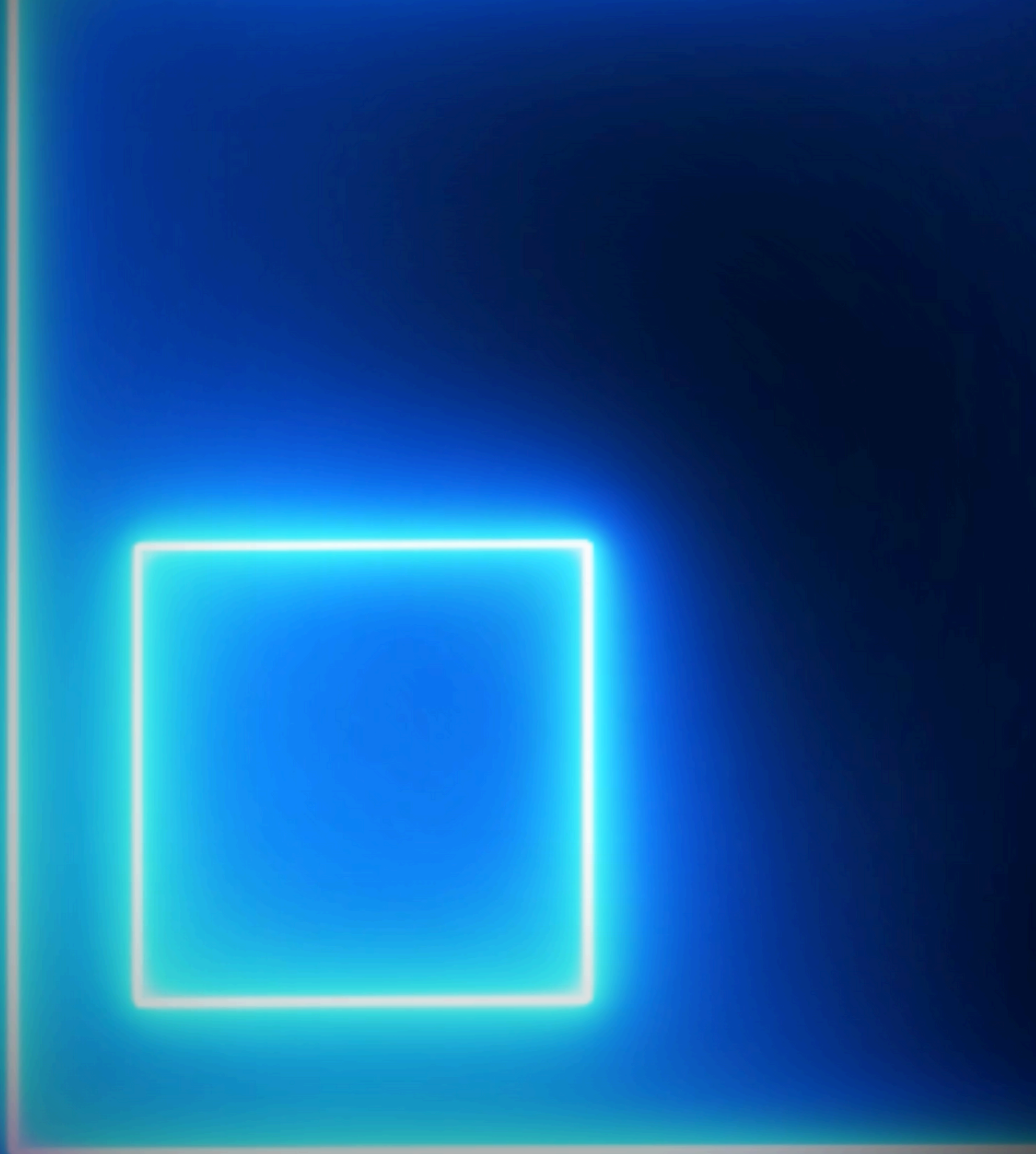
About Intelligent Health Markets

About Intelligent Health Markets

MiX is a first-of-its-kind IHMaaS platform that leverages data science, industry standard interoperability, and a marketplace approach to create Intelligent Health Markets. In this transparent digital healthcare ecosystem, all players can easily leverage key data to make informed business decisions and collaborate with best-in-class partners while staying ahead of complex, evolving healthcare rules and regulations.

An Intelligent Health Market provides a guided purchasing experience of solutions that are specifically designed for each payer and enables them to connect to their entire ecosystem of preferred partners through a single connection point, performing seamless data and operational exchanges with each partner. An Intelligent Health Market transforms the ways networks and other health solutions partners access and connect to payer ecosystems, while reducing the resource demand for every new implementation.

For the first time, the entire healthcare ecosystem gets a holistic view of real-time data, intelligence, and transparent pricing information, unlocking increased performance and better outcomes.

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Leadership

Leadership

Virgil Bretz [in]

Co-founder & CEO

Virgil is co-founder and CEO of MacroHealth, a Healthcare FinTech company. He has over 25 years of entrepreneurial and executive experience in the American and international health technology and insurance industry.

Previously he was a co-founder and Partner at VIDA Health Ltd, a health insurance, technology, and capital advisory firm that merged into MacroHealth in 2017.

Prior experiences include serving as the co-founder and CEO of Hygeia Corporation for twelve years. Hygeia was a technology company that became the leading supplier of U.S. medical network and cost management services to international health payers, winning multiple awards for industry service leadership and innovative information technology development before being acquired by UnitedHealth International. For two years, Virgil served as Senior Vice President of Strategic Development for UnitedHealth International as a leader in efforts to expand UnitedHealth Group's global presence. In this role, he was responsible for leading several non-US-based health insurance businesses, as well as developing international strategy and acquisition opportunities.

David Angelone [in]

Co-Founder & Chief Commercial Officer

David is Co-Founder and Chief Commercial Officer of MacroHealth. He has over 25 years of entrepreneurial and executive experience in the American and international health insurance and technology industry. Before its merger with MacroHealth in 2017, David was co-founder and Partner at VIDA Health Ltd, a health insurance and capital advisory firm.

Prior experiences include serving as the Co-Founder and Chief Marketing Officer of Hygeia Corporation, where he developed a relationship-based business model for health service Payers and Providers to effectively conduct business with each other. UnitedHealth International acquired Hygeia, and David became the CEO of UnitedHealth's Cross Border Solutions. David's responsibilities included managing all UnitedHealth's insurance programs for international members traveling inbound to the United States and global insurance programs for Americans living and working abroad.

Leadership

Steve Suter in
President & Chief Operating Officer

Steve joined MacroHealth as Chief Operating Officer in June 2020. Prior to joining the company, he served as the President & CEO of Healthcare Management Administrators (HMA), one of the nation's largest TPAs. Steve got his start in healthcare in 2009 when he joined Ingenix (now Optum). Later, as the COO of Optum's Payment Integrity business, he helped integrate and scale multiple business units, paving the way for the company's later acquisition of Equian.

Prior to his career in healthcare, Steve was an executive in the Property & Casualty insurance arena. He was a member of the senior management team that sold Safeco Insurance to Liberty Mutual in 2008. He also spent over a decade at GEICO Insurance, where he helped the company scale its Mid-Atlantic region by opening its Virginia Beach office and growing it to over 1,500 employees.

Aarti Karamchandani in
Chief Growth Officer

Aarti Karamchandani is a dynamic and entrepreneurial healthcare leader with 30+ years experience in leading business development, health analytics and innovation advancement with a focus on execution and driving results. She brings a keen understanding of the healthcare environment and a strong strategic sense of ways to capitalize on the future landscape of the ecosystem especially with payers, providers and self-insured employers.

As one of the initial employees of Cedar Gate Technologies, a leader in the Value Based Care Performance analytics space, Aarti helped the company grow from initial ideation to over $100M in revenue and 400+ clients. Aarti helped the company in a variety of areas including initial investment, product development, customer management, organic sales and M&A activity. In addition to helping with early and growth stage experience in Health IT, Aarti has been in a leader at BCBSA, HCSC (BCBS IL, TX, OK, MT, NM) and at IBM where she was involved in professional services, strategic solution selling, development of new health analytic platforms to support, Value Based Care, Retail Health and Affordable Care Act roll out plans. Additionally, Aarti sits on several advisory boards with Private Equity and Professional Services firms advising on health IT, Value Based Care and Scaling hyper growth companies.

Leadership

Tony Perrotta in

Chief Financial Officer

Tony Perrotta, MBA, is the Chief Financial Officer of MacroHealth. Perrotta has over 20 years of corporate financial experience within the healthcare industry. Leveraging his extensive background, Perrotta helps connect payers and healthcare organizations across the industry with the ultimate goal of making healthcare more accessible and affordable for all.

Before joining MacroHealth, Perrotta was the Executive Vice President of Finance at Rhapsody, a global healthcare data interoperability company. There he played a key role in scaling the company's revenue from $35M to over $100M while leading multiple acquisitions.

Perrotta holds an MBA from Southern New Hampshire University and a BS in Business Administration from the University of Massachusetts – Lowell.

Ryan Hamilton in

Chief Product Officer

Ryan Hamilton is a recognized healthcare IT leader with a clear vision of the future of digital healthcare and a unique understanding of the challenges associated with the current and emerging healthcare delivery models in both the U.S. and international markets. He has extensive experience guiding healthcare technology enterprises with innovative and disruptive business models to allow organizations to lead the transformation within their MSAs.

Most recently, Ryan served as the Chief Architect for Cerner's commercial product offerings and platforms covering the entire healthcare continuum, including core Electronic Medical Record Management, Revenue Cycle, Device Integration, Population Health Management and Consumer solutions. In this role, he defined and launched an Enterprise Architecture program to create a unified hybrid-capable architecture across 3 major platforms and 15+ purpose-build solutions spanning client-hosted, remote-hosted, and public cloud (AWS) deployments. Prior to the Chief Architect role, he served as the SVP of Strategic Growth and SVP of Population Health during a period of massive growth at Cerner.
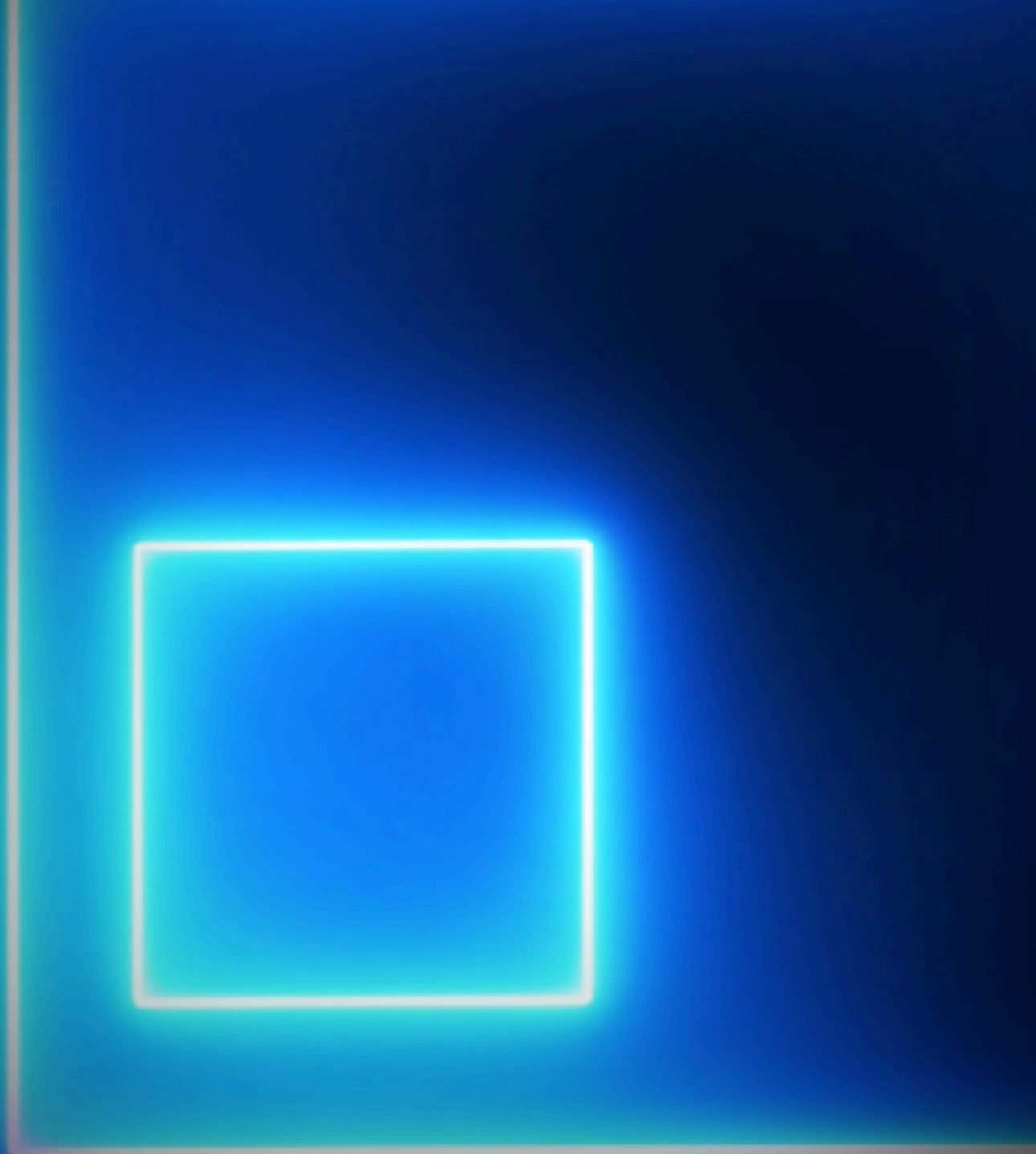
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Recent News Coverage

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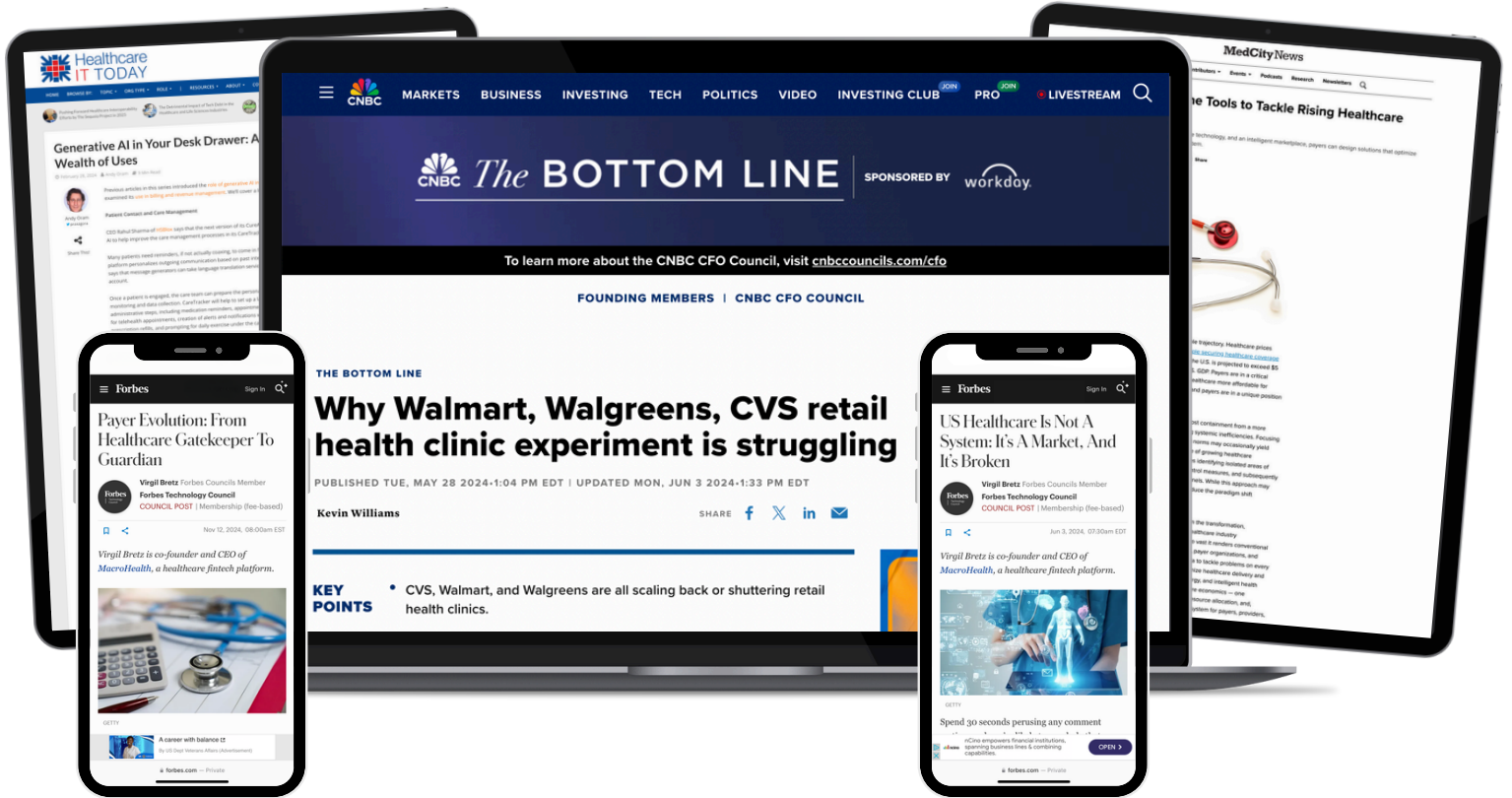
BECKER'S HOSPITAL REVIEW
141+ Women in Health IT to Know
May 2024

Forbes
US Healthcare Is Not A System: It's A Market, And It's Broken
June 2024

BECKER'S HOSPITAL REVIEW
44 health IT & revenue cycle up-and-comers | 2024
October 2024

Forbes
Payer Evolution: From Healthcare Gatekeeper To Guardian
November 2024

February 2024

Generative AI in Your Desk Drawer: A Wealth of Uses

Healthcare IT TODAY

May 2024

Why Walmart, Walgreens, CVS retail health clinic experiment is struggling
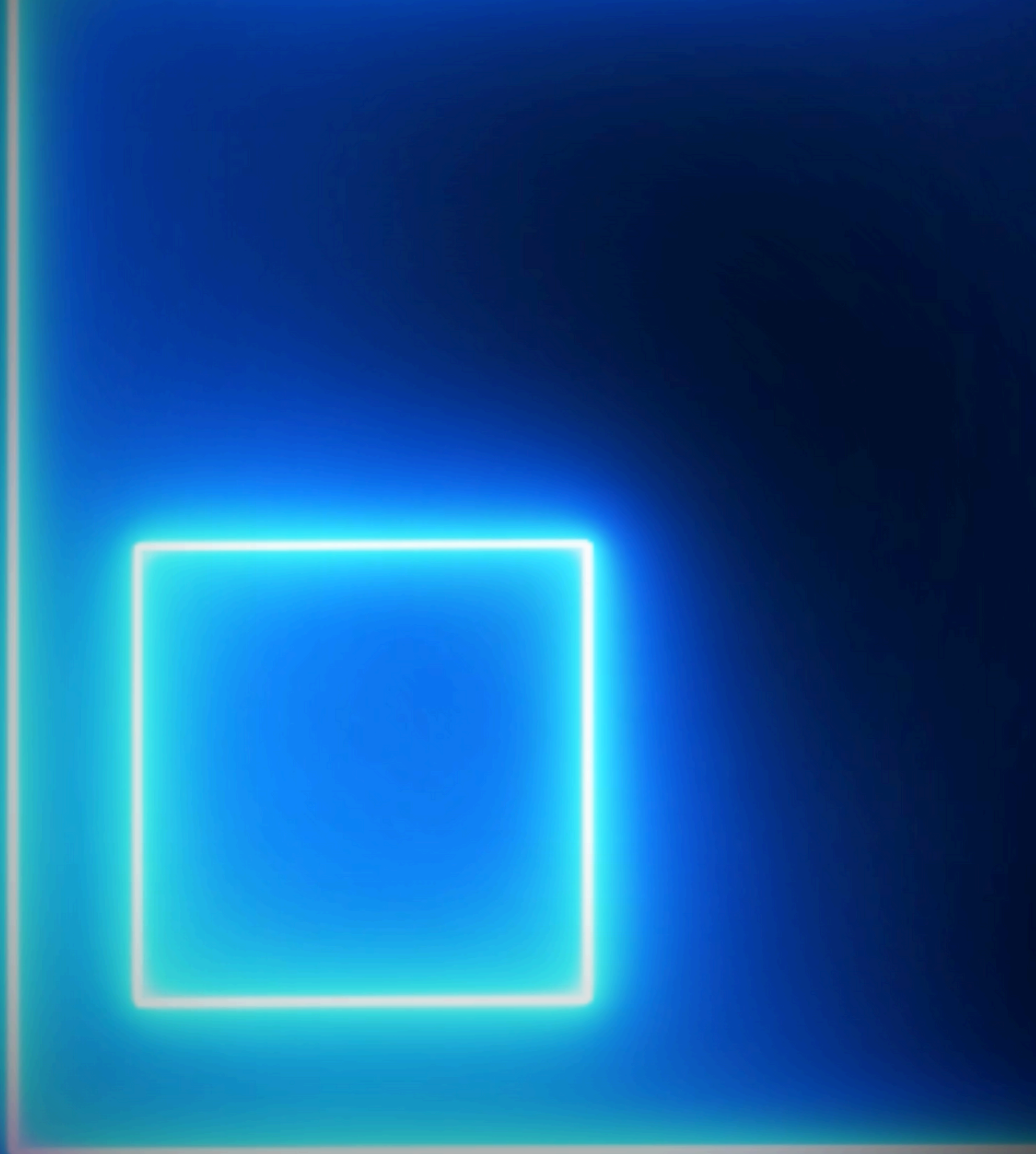
(NBC)

September 2024

Payers Posses the Tools to Tackle Rising Healthcare Costs

MedCity News

October 2024

Why Payers Must Be Innovation Champions to Increase Healthcare Affordability

HIT CONSULTANT
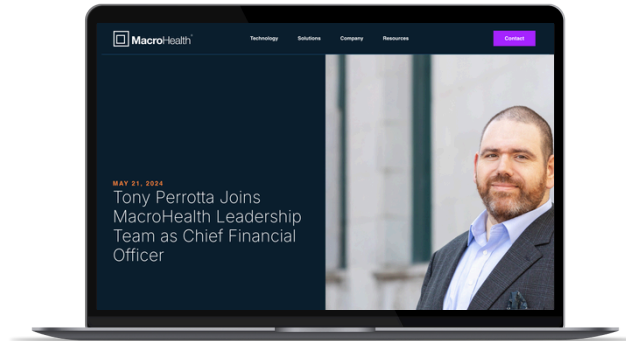
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Recent Announcements

Recent Annoucements

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May 2024

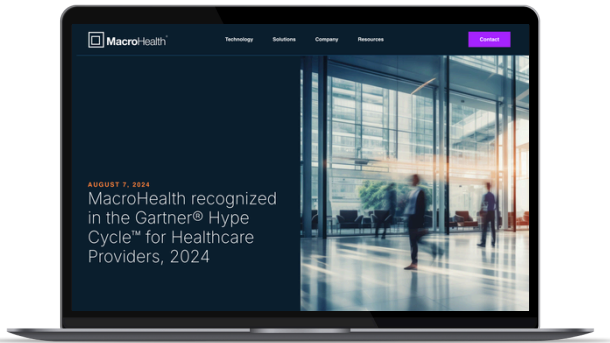Tony Perrotta Joins MacroHealth Leadership Team as Chief Financial Officer

Learn More

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July 2024

MacroHealth recognized in the Gartner® Hype Cycle™ for Healthcare Providers, 2024
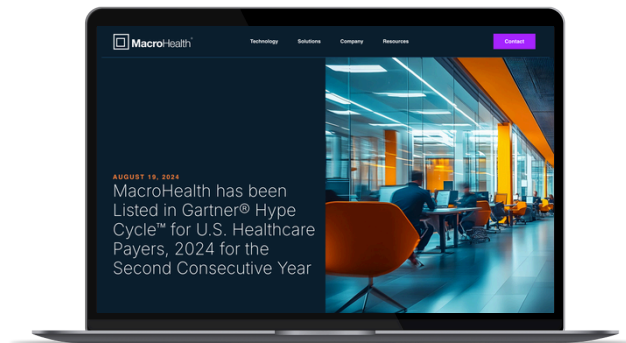
Learn More

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August 2024

MacroHealth has been Listed in Gartner® Hype Cycle™ for U.S. Healthcare Payers, 2024 for the Second Consecutive Year
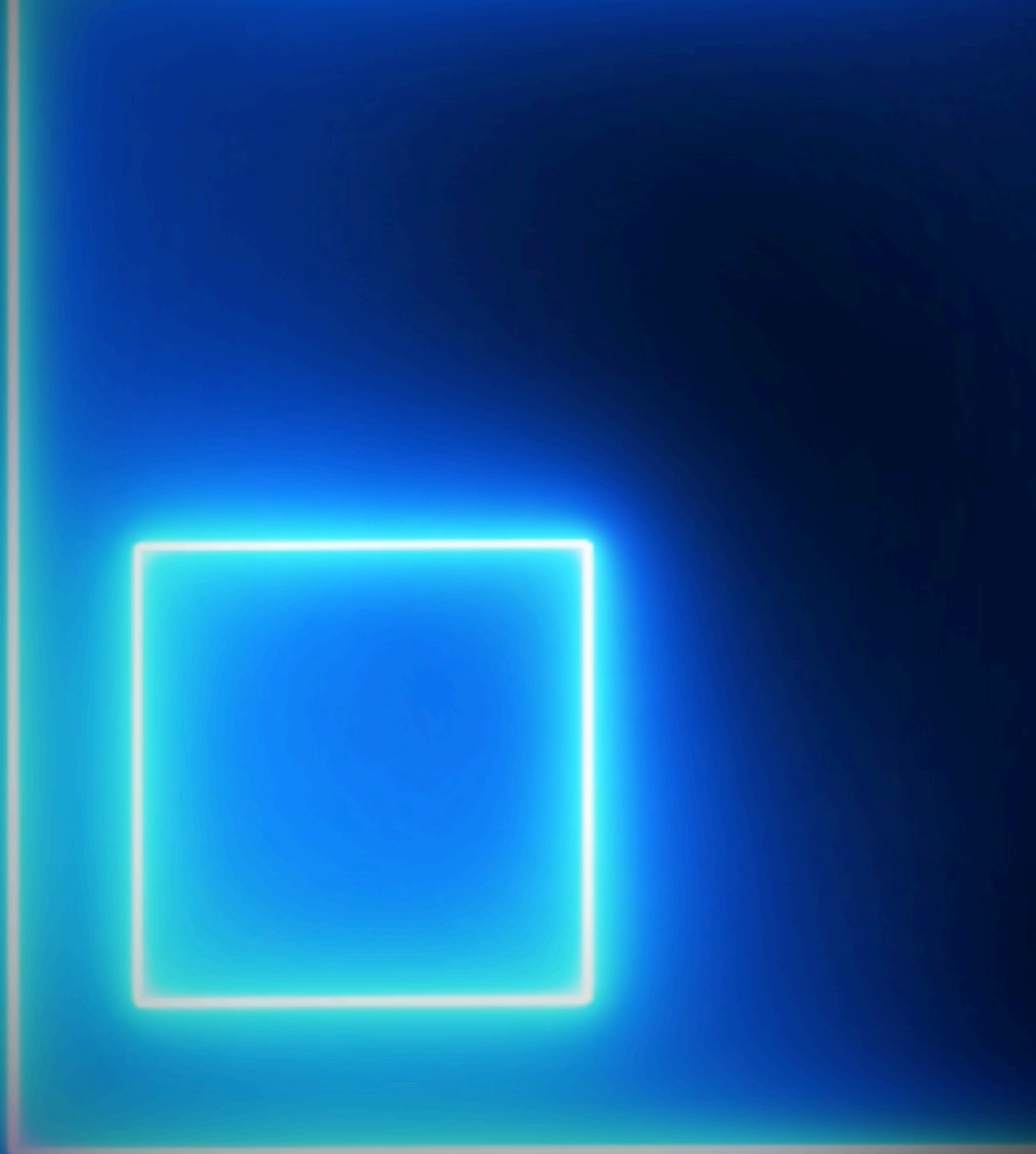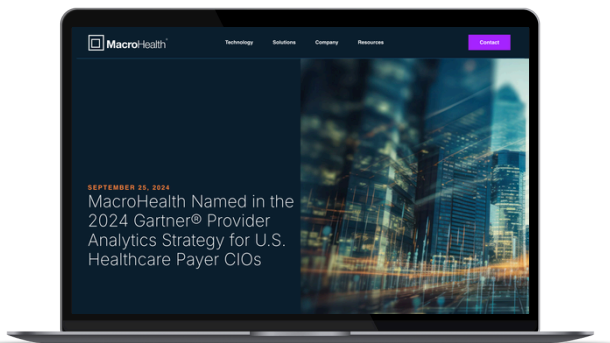
Learn More

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September 2024

MacroHealth Named in the 2024 Gartner® Provider Analytics Strategy for U.S. Healthcare Payer CIOs

Learn More

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Customer Case Studies

Case Study

Providence Health Plan

Learn how a provider-sponsored health plan in Portland, Oregon, with over 600,000 members, innovated its national network strategy to effectively reduce costs while ensuring members had access to nationwide, high-quality care through its partnership with MacroHealth.

Key Findings

- Improved member offerings
- Streamlined internal processes and increased operational efficiency
- Optimized claims cost management

Learn More

"MacroHealth's actionable and real-time data gives Providence Health Plan a competitive edge with prospective member groups."

Brad Garrigues
Chief Sales and Underwriting Officer, Providence Health Plan

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Case Study

UHA Health Insurance

Surrounded by the pacific ocean, UHA Health Insurance teamed up with MacroHealth to provide their Hawaiian customers with the same quality of health coverage when they traveled to the mainland.

Key Findings

- Seamlessly and efficiently integrated with a leading national carrier
- Greater operational efficiencies
- Secured cost savings

Learn More

"MacroHealth has helped UHA to offer a robust, high quality network of physicians and hospitals for our members while they are away from Hawaii. We are pleased to work together with MacroHealth in this effort to offer a simpler and easier experience to our members."

Michael Terry
Contracting Services Manager

Contact Us

Media Contact

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