

# Connie Health Acquires Keen Insurance Services, Expands Reach to Empower Seniors in Navigating Medicare

by [Health M&A](#) 10/02/2024 [Leave a Comment](#)



## What You Should Know:

- [Connie Health](#), a Boston-based tech-enabled Medicare navigation platform, today announced that it has [acquired Keen Insurance Services](#), a company built at [Redesign Health](#).
- The acquisition will strengthen Connie Health’s commitment to expanding its reach and helping seniors across the U.S. make informed healthcare decisions.

## Meeting the Growing Demand for Personalized Medicare Guidance

This strategic acquisition comes at a time of significant change and increasing complexity in the Medicare market. Recognizing the growing need for personalized assistance, Connie Health is combining its advanced technology with Keen Insurance Services’ strong track record and extensive network of value-based care providers.

## A Hybrid Approach to Medicare Navigation

Connie Health differentiates itself by offering a hybrid model that seamlessly integrates cutting-edge technology with a human touch. This approach provides seniors with:

- **Personalized Guidance:** Access to local experts who understand the nuances of Medicare and can offer tailored advice.
- **Efficiency and Immediacy:** Technology-driven tools that streamline the process and provide quick access to information.

This hybrid model offers a scalable solution that effectively addresses the evolving needs of seniors in today's dynamic Medicare market.

### **Expanding Reach and Impact**

Coinciding with this acquisition, Connie Health is also expanding its services into new markets, including California, Georgia, New Mexico, Indiana, Louisiana, South Carolina, and North Carolina. This expansion reflects the company's dedication to serving a wider population of seniors, particularly as enrollment in Medicare Advantage plans continues to rise.

### **Strengthening Leadership and Securing Funding**

To support its growth trajectory, Connie Health has appointed Alon Altschuler as Chief Financial Officer and Tom Rotem as Chief Revenue Officer. Both bring extensive experience in scaling companies and will play crucial roles in driving Connie Health's continued success.

The company has also raised its total funding to \$45 million, with investments from prominent firms like Khosla Ventures, aMoon, Primetime Partners, Pitango Healthtech, and SLS partners. This funding will further fuel Connie Health's mission to empower seniors in navigating the complexities of Medicare and making informed healthcare decisions.

*"This acquisition is a testament to Connie Health's commitment to delivering real value to seniors," said Oded Eran, CEO and co-founder of Connie Health. "We've chosen to build a business that provides the most empathetic support possible, which often means being there at the doctor's office to answer questions as they arise. Adding Keen's network to our own will only enhance our ability to provide this level of personalized service."*