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**ANSER INNOVATION APPOINTS HEALTHCARE VETERANS  
IN PREPARATION FOR OM CARE™ LAUNCH**

**MINNEAPOLIS – August 2, 2018** – [Anser Innovation](#) welcomes healthcare veterans Laurie Knutson as President, Wendy Wiesman as VP Marketing & Customer Experience, Omcare LLC, and Dr. David McLean to its board of directors.

“The appointment of these noteworthy individuals is timely as Anser Innovation launches its new business, Omcare LLC and accelerates development of the Omcare™ Telemed System. We’ve been preparing for this development for eight years. I’m energized by the onboarding of these seasoned executives that will lead this new business and product to success,” said Lisa Lavin, co-founder and CEO of Anser Innovation.

Omcare, a health technology company, is focused on extending the reach of caregivers by using proprietary interactive IoT technologies. The first product innovation, the Omcare Telemed System, is scheduled for commercialization in early 2019. This system will enable in-home healthcare. A caregiver can use this system to have an audiovisual interaction and dispense preloaded medications to a dependent, delivering a more reliable method of medication assistance. Initial market focus will include the eldercare and opiate addiction treatment market.

Knutson has been active in the healthcare start-up community and brings executive experience from a variety of Fortune 500 health and wellness companies including PricewaterHouse Coopers, Blue Cross & Blue Shield of MN, HealthPartners, US Bank and UnitedHealthcare.

“While a formidable challenge, I’m excited about the unique opportunity Omcare has to pivot medication adherence in a positive way,” said Knutson. “There’s really no better time than right now to address the needs of seniors aging in place, as well as addressing mental health and opioid treatment scenarios.”

Wiesman, healthcare and financial services marketing veteran, will partner closely with leadership to accelerate the business. Wiesman’s tenure driving brand preference alongside of consumer experience strategies within organizations like Blue Cross & Blue Shield of MN, Transamerica and the JHarland Companies, positively positions the Omcare team to address the market from a customer first perspective.

Dr. McLean brings over 30 years of experience in healthcare and managed care industries including his most recent position as Founder, Chairman and CEO of Medication Management Systems (which was recently acquired by Genoa Healthcare). Formerly CEO of RxHub, his background also includes 10 years with UnitedHealth Group where he was CEO of United Resource Networks and responsible for the growth and development of services in the field of organ transplantation to over 40 million covered individuals.

**About Anser Innovation**

Anser Innovation is a technology company pioneering interactive IoT technologies that enable ‘being two places at once.’ Anser is an innovation engine and holding company of two subsidiaries - PetChatz LLC and Omcare LLC. PetChatz® was successfully launched in August 2016 and is now a leading consumer brand recognized globally as the first and only digital daycare system for the home alone pet. More information about Anser is available at <http://www.anserinnovation.com>.

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