

Press Release: Switch Healthcare Completes a 40% Interest in the ARCH System by 4Leaf Global

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Switch Healthcare, a Seattle-based startup with a vision to dramatically improve healthcare value for employers, recently completed negotiations to purchase a 40% interest in the ARCH System by 4Leaf Global. ARCH is an acronym for “automatically reducing the cost of healthcare.”

Dr. Carl Myers, CEO of Switch Healthcare, will become the CEO of the combined venture. He described how the deal developed.

“Switch has recently been alpha testing our member relationship change processes. Two of our trial participants were inspired to make stretch goals in their plans to eat healthier after taking the 4Leaf Survey online. Their experience was so compelling that we added 4Leaf to our library of motivational change options.

Later the same week, Jim Hicks, CEO of 4Leaf, emailed me a generous offer to combine our companies’ efforts. Three weeks later the deal was done.”

Myers elaborated, “Although Jim had previously mentioned the collaboration potential between our companies, the discussions never gained any traction. It was Jim’s recent push that caused this deal to happen.

The ARCH system has the potential to become an important asset in the Switch comprehensive approach to improve health. Although there is much work to do, our mutual sense of purpose to improve health aligns us to achieve significant synergy.”

Myers continued, “The fact that the 4Leaf System has been successfully vetted in a primary care physician’s office fits with our initiative to be an asset for our members’ physicians.”

When asked about Switch Healthcare’s next step, Dr. Myers replied, “We are in the process of engaging one or more employers for beta testing. The savings and improvement in health are substantial. Now we’re just working to optimize the benefits.”

Myers concluded, “Adding 4Leaf is a major step for us, and our excitement continues to build. We’re on track to make a big difference.”

Switch Healthcare leverages the value of self-insured employers’ investment in healthcare benefits. Our services improve employee health and satisfaction with healthcare benefits. By catalyzing better health-related decisions, Switch drives down healthcare costs.