



UNITE US

Press Kit

We're connecting humans to humans.

What if there were no barriers preventing health and social service providers from securely collaborating to help the people they serve?

Dan Brillman and Taylor Justice wanted to fix a system they knew was broken. They founded Unite Us in 2013 to serve veterans, which has grown into a national movement in communities to connect anyone to the care they need. We work across sectors with our partners to build coordinated care networks of health and social service providers, working collaboratively to meet people's needs.



Why Unite Us? Why now?

Here's the problem: the United States spends more on healthcare than any other country, yet we have some of the most unhealthy people in the world.

- **80 percent** of a person's health has to do with what happens outside the clinical setting—where they **live, eat, work, play, and pray.**¹
- Studies estimate that the annual cost of wasted healthcare spending is somewhere between **\$760** and **\$935 billion.**²
- In 2018, with roughly **59 million** people enrolled in Medicare and **74 million** in Medicaid, collective costs were over **\$700** and **\$500 billion** respectively.³

Unite Us recognizes that medical care alone does not equate to wellness; people don't live in hospitals, they live in communities. Despite good intentions to improve care and lower costs, no one has developed a systemic, comprehensive solution that connects health and human service providers in a person-centric model—until now. Unite Us' intuitive and seamless technology, coupled with our experts working within communities, is changing the traditional care delivery model to one that holds providers accountable and goes beyond the referral.

As industry leaders such as Kaiser Permanente and the state of North Carolina boldly move to change care delivery for good, they've partnered with Unite Us to provide infrastructure and resources to build coordinated care networks embedded in communities throughout the entire country.

1. [Moody's Analytics. Understanding Health Conditions Across the U.S. BlueCross BlueShield Association. December 2017.](#)

2. [Shrank WH, Rogstad TL, Parekh N. Waste in the US Health Care System: Estimated Costs and Potential for Savings. JAMA. October 2019.](#)

3. [Centers for Medicare & Medicaid Services. National Health Expenditure Fact Sheet, 2018.](#)

Benefits of our Solution

- **An intuitive technology platform** that facilitates trackable social referrals, generates real-time service delivery metrics, and integrates with our partners' existing tools and workflows.
- **A curated, quality, and trustworthy network** of health and social service providers supported by our community engagement team who deploy a comprehensive and continuous network-building and change management process.
- **Demonstrated value for network partners** that comes from access to accurate and structured outcome data that allows network partners to make informed decisions, address gaps in services, and prove their impact.



Dan Brillman

Co-Founder and CEO

Dan Brillman graduated from Yale University in 2006 and worked in finance and consulting before joining the Air Force Reserves as a combat pilot, where he still serves today. As an aircraft commander assigned to the 76 ARS at McGuire Air Force Base, NJ, Dan earned several combat air medals during multiple deployments both in Iraq and Afghanistan campaigns. After earning his MBA from Columbia Business School in 2012, Dan worked in venture capital in NYC, where he focused on investing and technological innovation. Dan co-founded Unite Us in 2013. He is a recipient of the Jefferson Award for Public Service and was recently added to *Business Insider's* “30 People Under 40 Changing Healthcare.” Passionate about helping others and tackling tough issues, Dan is a fierce advocate of programs that improve public health.



Taylor Justice

Co-Founder and President

Taylor Justice, U.S. Army veteran, graduated from the United States Military Academy at West Point in 2006. He was commissioned as a Second Lieutenant in the US Army as an Infantry Officer and later received an honorable medical discharge from active duty. Taylor co-founded Unite Us in 2013 while enrolled at Columbia Business School, where he earned his MBA in 2014. Taylor is leading Unite Us on its mission to launch coordinated care networks across all 50 states. A key architect of Unite Us' network in North Carolina, Taylor led the Unite Us team and supported their partners in creating **NCCARE360**, considered by some to be the most innovative statewide healthcare transformation endeavor in the country. In 2020, Taylor was named to *Crain's New York Business*' "40 Under 40" list. Driven by the belief that health begins in communities, Taylor advocates for national infrastructure that connects health and human service providers: a public utility to better support those in need.



What makes us unique?

- Unite Us was founded in **2013**.
- We're currently active in over **35 states**.
- We received a **\$35 million** Series B investment in Spring 2019.
- We currently have over **165 team members** with offices in New York, North Carolina, Oregon, California, Kentucky, Louisiana, and Washington, D.C.
- Over **4,000 community-based partners** provide more than 12,000 programs through Unite Us, delivering services such as housing, mental and behavioral health, transportation, education, employment, legal, food, and benefits assistance.

We work with health plans, health systems, state and local governments, philanthropy, and community-based organizations.

Some notable partners include:



Who's recognizing our work?

- **Forbes' Best Startup Employers, March 2020**
- **CB Insights' List of 150 Most Innovative Digital Health Startups, October 2019**
- **Gartner's Cool Vendor for Health Value Delivery, 2018**
- **New York State DSRIP**
 - First Place in the Learning Symposium Health Innovation Pitch, 2018
 - Finalist in the Social Determinants of Health "Call for Innovations" Initiative, September 2018
- **Amazon Web Services' "We Power Tech" Innovation Award Winner, June 2018**
- **Epic's App Orchard Conference Pitch Winner, November 2018**
- **Number Four in Forbes Top 25 Veteran-Founded Startups in America, November 2016**

We're getting noticed.

Fast Company

This startup helps match veterans to the support services they need.

More than 46,000 agencies provide services to veterans. This startup's goal is to make seamless connections.

[Read more](#)

Healthcare Dive

Kaiser Permanente rolls out EHR-integrated program to tackle social determinants of health.

The new network — a partnership with population health platform Unite Us — will begin rolling out this summer and should be available by 2022 to all 12.3 million Kaiser Permanente members as well as 68 million people in communities the integrated health system serves.

[Read more](#)

US News and World Report

CVS Looks to Technology to Improve Health

The company says a new tech partnership will bolster its multifaceted efforts to create healthier communities.

[Read more](#)

Healthcare IT News

How care coordination tech helped one health network address social determinants.

This case study shows how the Alliance for Better Health launched a referral network to help providers to ensure patients have access to housing, food, education, transportation and more.

[Read more](#)

What are our partners saying?

“Unite Us has saved me vast amounts of time and has made the referral process much more efficient. After sending a referral for a family after a home visit, more often than not, the family will get a call from someone in the network that day. The families we serve... like the fact that they talk directly to the person who may be able to assist them. [Unite Us] has improved my relationship by opening doors I did not know existed.”

– Jason Chaplin, Housing Stability Advocate at St. Paul's Center

“The more partners we have on [Unite Us] from different areas of the community, the better and more robust the system is going to be – and the better we'll be able to be at telling those who support the nonprofit space in general where the needs are and really have that evidence and data of what's most effective so that we can hopefully raise the resources we need.”

– Theresa Reno-Weber, President & CEO of Metro United Way

“Part of what we're doing here with Unite Us is really removing some of the burden that comes onto families, knowing where to go, how to get the assistance; how do you support the folks you care most about? It's about getting folks connected in a way that they're able to direct their own services.”

– Patrice Pratt, Former Division Director, Housing and Homelessness at Community Service Council

Get in Touch

Emily Rogan

Communications Manager

(516)-381-4781

emily.rogan@uniteus.com

Sabina Loscalzo

Director of Marketing

(203) 554-7823

sabina@uniteus.com

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