



## **Brado Selected to Join CMS' Landmark Health Technology Ecosystem Initiative**

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Brado

Brado is proud to have been selected by the Centers for Medicare & Medicaid Services (CMS) to join a bold new initiative alongside leading healthcare and technology organizations – including Amazon, Anthropic, Apple, Google, and OpenAI – to build a next-generation digital health ecosystem that improves patient outcomes, eases provider burden, and delivers greater value across the healthcare system.

The initiative was unveiled during a White House event in Washington, D.C. on July 30, where CMS Administrator Dr. Mehmet Oz laid out plans for a transformative approach to patient engagement, data interoperability, and intelligent care delivery.

"We have the tools and information available now to empower patients to improve their outcomes and their healthcare experience," said Dr. Oz. "For too long, patients in this country have been burdened with a healthcare system that has not kept pace with the disruptive innovations that have transformed nearly every other sector of our economy. With the commitments made by these entrepreneurial companies today, we stand ready for a paradigm shift in the U.S. healthcare system for the benefit of patients and providers."

Brado brings a distinct strength to this collaboration: a deep understanding of the human side of healthcare. Unlike traditional tech companies, Brado is built on a foundation of qualitative research and decades of experience understanding the real-world health journeys of consumers. This depth of insight – into the tensions and the "why" behind health decisions – enables the company's Conversational Engagement platform (CEP) to anticipate patients' needs, motivations, and barriers, guiding them through complexity and helping them move confidently toward better outcomes.

"We're honored to support CMS in this national effort," said Brado CEO Andy Parham. "Helping people move forward in their care isn't just what our platform does. It's our company's mission and purpose."

Brado's CEP offers personalized, AI-enabled guidance that reflects and addresses the emotional, logistical, and clinical realities of people's health journeys. Designed to extend and amplify the provider's reach, it ensures patients receive timely, trusted support that reinforces care plans and keeps them connected to the system guiding their care.

Brado is proud to stand alongside mission-aligned innovators in reshaping healthcare – making it more human, more accessible, and more effective for patients and providers alike.