



MEDIA KIT



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Our Story

The idea for Harken Health grew from a series of conversations among a small group of health care industry veterans who, collectively, had seen it all. They wrestled with the fact that so many people were frustrated with the current system and so many of their needs were left unmet.



With many obvious opportunities to improve health care, they narrowed in on a few fundamental ideas that together could change the health care and health insurance industries and the experiences of those touched by them.

With these beliefs in mind, and the ambition to make health care human again, they started from scratch and built a new kind of health care company.

The company was designed from the ground up to lead a health care revolution by focusing on relationships, experience and the combination of care and insurance. Rather than focus on driving health care costs down like so many others have tried, Harken Health is focused on improving health outcomes. We believe that when you bring care and trust to the forefront, you'll get better health outcomes and ultimately, this is what will reduce the overall cost of health care.

Our Approach



Relationships

We believe relationships are the most important element in nurturing health and that when our members feel they are truly heard and listened to, they are more likely to visit their primary care physician, which can lead to improved health. Harken means to listen. Listening is foundational to Harken so we built a model where the Harken Health Center Care Teams are empowered with the time to listen to and focus on members, rather than paperwork or limitations.

Experience

We believe that a simple experience that members can count on should unite all we do: from easily accessible Harken Health Centers in our members' neighborhoods to friendly, helpful service a call away. Not only do we believe people want to be cared for, but we also know that those working in the health field do so because they want to care for others. With that in mind, we sought out empathetic and compassionate people to be a part of the Harken team.

Care + Insurance

We believe that by integrating access to care with insurance we will change health care, one member at a time. Our insurance plans are designed to meet the needs of employers, individuals and families. We provide access to excellent care at the Harken Health Centers with unlimited \$0 copay primary care visits, so our members can focus on getting and staying healthy.

Core Values



At Harken Health, we are driven by improving the lives and health of the individuals in our communities. We have established values to ensure this drive permeates everything we do. These core values are evident in our business decisions, our culture, our brand, the Harken Health Centers and in the people we hire.

LOVE

Lead with kindness. Smile. Listen.
Celebrate small wins. In all things,
act with love.

HUMILITY

No single one of us is any more
important than the rest. Help one another.
Give praise. Be thankful. Be humble.

ACTION

Don't wait for someone else to
change things. Be the change
we want to see in health care.

IMAGINATION

Work smarter. Think differently.
Use the power of creativity to
reinvent health care.

CONNECTION

Every day, focus on building and
strengthening relationships. We
cannot succeed without them.

What Makes Harken Unique?



At Harken Health, we believe that everyone deserves to feel cared for, and our ambition is to make health care human again. To achieve that we've put together a revolutionary approach to health care that includes a Plan, a Place and a Personal Care Team.



A PLAN

Unlimited, \$0 copay primary care visits at Harken Health Centers

Trusted network of leading specialists and hospitals

Prescription drug coverage



A PLACE

Warm and inviting Health Centers

Same or next-day appointments for unexpected needs

Complimentary wellness classes at Harken Health Centers



A PERSONAL TEAM

Access to a dedicated Care Team

Convenient care options—in person or by phone, email or video

24/7 phone access to a Care Team member

Stevan Garcia

Chief Executive Officer

With more than 30 years of experience in the insurance industry, Stevan Garcia serves as Harken's Chief Executive Officer. Focused on building upon the company's momentum, he's a strong believer in the Harken mission to change what the world expects from health care. By leveraging his deep knowledge in the insurance industry, Stevan is focused on expanding Harken's offerings to bring the company's platform of insurance and access to care access to a broader audience.

Stevan holds a B.S. in Business Administration from LaSalle University LA. He resides in Colorado and is an avid skier.

EXPERTISE

Health care leadership and management

Health care operations



Krista Nelson

Co-Founder, Vice President of Strategy

An experienced health care professional with product development and management consulting experience, Krista is a co-founder and VP of Strategy and Program Office for Harken Health.

Instilled with the importance of giving back to the community and the benefits of a caring environment from her family's participation in the foster care system, Krista integrated this mindset into the foundation of Harken Health. She and her co-founders built a company that places caring at the forefront of health care.

Krista earned her M.B.A. from the University of St. Thomas and received a B.S. from the University of Minnesota.

EXPERTISE

Business strategy and development

Management, innovation and product development

Customer experience strategies



Ryan Armbruster

Co-Founder, Chief Experience Officer

A pioneer and leader of human-centered service design in the health care industry, Ryan is a co-founder and the Chief Experience Officer for Harken Health. He led the company in designing an innovative health service that provides a better experience for people that need care.

For the past decade Ryan has taught health care service design and innovation at the University of Minnesota, the school that granted him a Master's in Health Care Administration and the inaugural Alumni Innovator Award in 2014.

Ryan grew up near Ellsworth, Wisconsin. When he's not photographing wildlife, he loves to fish or waterski with his wife and two children.

EXPERTISE

Human-centered service design for health care

Organizational innovation



Jeff Shoemate

Chief Marketing Officer

As the CMO, Jeff Shoemate is responsible for bringing the Harken story to life. An industry veteran, he leads the marketing team to ensure the company's voice depicts its passion for caring for people. His blend of experience within the consumer goods, health care and insurance industries gives him a unique perspective on how to educate potential members about the distinct differences and benefits that Harken's access to relationship-based primary care and insurance offerings bring to the table.

Jeff holds a B.A. from Union College in Schenectady, NY and earned an M.B.A. from the Carlson School at the University of Minnesota. Jeff loves to ski and spend time with his wife and 3 growing kids.

EXPERTISE

Innovation and business development

Health care marketing



Marcus Robinson

Vice President of Sales

As VP of Sales, Marcus Robinson leads all commercial sales efforts for Harken Health. Leveraging his experience in the industry, he facilitates work across all of the company's divisions to drive sales growth and retention. Passionate about providing quality and accessible health insurance to people, Marcus was immediately enthralled by Harken's unique care approach that connects insurance with primary care.

Marcus earned his B.S. in Marketing and Information Management from the University of Tennessee. He and his wife have their hands full with their two sons, but they do make time to enjoy an active lifestyle by participating in Crossfit as well as outdoor activities.

EXPERTISE

Sales strategies and operations development

Employer-based health insurance solutions



Hogai Nassery, MD

Harken Health Center Atlanta Medical Director

Hogai Nassery is passionate about making a difference in people's lives. Practicing family medicine in Atlanta for almost 20 years has allowed her to learn from her patients while working to help them lead healthier lives. She is the Harken Health Center Atlanta Medical Director.

Hogai previously served as the Chief of Community Medicine in the Grady Health System. She is excited to bring Harken's innovative, patient focused model to Atlanta, where there is so much need for disease prevention. Hogai received her B.A. in Biology from the University of West Georgia and her M.D. from the Medical College of Georgia. She completed her residency in Family Medicine at the University of Cincinnati/Providence Hospital. She lives in Decatur with her husband, two sons and two dogs.

EXPERTISE

Patient-centered medical home

Primary care innovation

Population health



Bruce Doblin, MD-MPH

Harken Health Center Chicago Medical Director

Bruce Doblin is the regional Medical Director for Harken Health Centers in Chicago. A primary care physician, Bruce has dedicated his career to focusing on preventive care in his hometown of Chicago and carries that fervor to all of the Chicagoland Harken Health Centers.

Prior to joining the Harken Health Centers, Bruce managed his own primary care practice for more than 25 years. He was the founding director of three hospice and palliative care programs and served as a health care consultant for the state of Illinois.

Bruce received a B.A. in Economics from Williams College and an M.D.-M.P.H. (Master of Public Health) at Northwestern University. Bruce was born and raised in Chicago and enjoys cooking with his wife and teenage son.

EXPERTISE

Administering primary care

Health care organization management

Public health/public policy



Highlights

- **Founded:** 2014
- **Launched:** November 1, 2015
- **Team Members:** 200+
- **Health Center Team Members:** 130+
- **Locations:** 6 Atlanta | 4 Chicago

Leadership

Stevan Garcia
Chief Executive Officer

Krista Nelson
Co-Founder and Vice President of Strategy

Ryan Armbruster
Co-Founder and Chief Experience Officer

Contact Us

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