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WiserTogether Raises \$9 Million in Series B Led by Martin Ventures and Merck Global Health Innovation Fund

WASHINGTON, D.C. – September 24, 2014 – WiserTogether, Inc., the healthcare treatment comparison software company, today announced the completion of its Series B funding of \$9 million led by Martin Ventures and Merck Global Health Innovation Fund (Merck GHI). The company’s founder and CEO, Shub Debgupta, as well as all prior institutional investors, including Grotech Ventures, Harbert Venture Partners, 7Wire Ventures and Blue Heron Capital participated in the round.

“With the addition of Merck GHI and Martin Ventures and our existing investors, WiserTogether is thrilled to have some of the smartest and most sophisticated investors from every major category of the healthcare industry represented and working together to achieve our exciting vision,” said Shub Debgupta, Chief Executive Officer, WiserTogether.

WiserTogether’s personalized healthcare comparison software enables consumers to compare over 4,000 of the highest cost treatments using personal, financial and clinical factors and to engage with the right treatment – most effective in outcome, most personally suitable, and most cost-effective and affordable. The result is improved health and improved costs.

This investment comes at a time of rapid growth for WiserTogether. The company is the industry’s leading solution helping consumers compare and act upon treatments that work. The Company is meeting escalating customer demand fueled by the consumer-driven healthcare and patient-centered care strategies being implemented by payers and providers. WiserTogether’s treatment comparison software combines unique data, algorithms and patent-pending decision models, and integrates with leading cost transparency solutions, provider search directories and content

providers to create an award-winning and powerful consumer decision experience.

"We believe that WiserTogether's consumer decision support platform will help consumers more fully understand the impact of health treatment options, and ultimately drive healthcare providers to better focus the delivery of services around these patient-centered needs and preferences," said Charlie Martin, Chief Executive Officer, Martin Ventures.

WiserTogether will use these funds to scale its operations and expand its customer base across key sectors of healthcare. "This is an exciting time in healthcare and for WiserTogether. To win in healthcare today, and in the future, you must support and enable better decisions. Those who better understand (and predict) those decisions will have a substantial advantage over the competition and will benefit from the emerging payment structures," Debgupta added.

About WiserTogether, Inc.

WiserTogether's personalized healthcare treatment comparison software enables consumers to choose the right treatment – most effective in outcome, most personally suitable, and most cost-effective and affordable. The result is improved health and improved costs for consumers, their employers, payers and providers. The company serves over 3 million people through their employers and health plans.

For more information about WiserTogether, please visit our website at www.wisertogether.com.

About Martin Ventures

Martin Ventures provides capital, operational support and mentoring to assist entrepreneurs who want to be catalysts for change. Focusing primarily on health care and technology initiatives, Martin Ventures' unique approach allows the leadership of our portfolio companies to more acutely focus on the optimal execution of their vision and strategy while quickly scaling and growing their businesses into successful, profitable organizations.

For more information about Martin Ventures, please visit their website at www.martinventures.com

About Merck Global Health Innovation Fund

Merck Global Health Innovation Fund (Merck GHI) is evolving corporate healthcare venture capital globally by utilizing their healthcare ecosystem strategy. This investment strategy connects innovative companies with complementary technologies to develop integrated healthcare solutions. Merck GHI has \$500 million under management and provides growth capital to emerging healthcare technology companies worldwide while leveraging the vast R&D-based, global resources of Merck.

For more information about Merck GHI, please visit their website at www.merck.com/ghi

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