



HONOR™ ANNOUNCES DREAM TEAM OF NEW ADVISORS

Dr. Bruce Leff, Carol Raphael, and Dr. Ron Greeno join Honor to share their insights and expertise.

SAN FRANCISCO – (MAY 24, 2016) – Honor™ (www.joinhonor.com), the leader in high-quality home care for older adults, today announced three official advisors: Bruce Allen Leff, MD; Carol Raphael; and Ronald Greeno, MD. All respected leaders and influencers in their fields, Leff, Raphael, and Greeno will offer strategic and tactical advice, helping Honor continue to provide the best specialized home care to clients as it extends its scope of services.

“We’re very excited to announce our amazing advisors,” said Seth Sternberg Co-founder and CEO of Honor. “Bruce pioneered the Hospital at Home Program and recognizes the importance of the home setting in the healing process. Carol drove the largest nonprofit health at home organization in the US – the Visiting Nurse Service of New York. Nobody understands delivering care at home like Carol. Ron is a very entrepreneurial doctor who’s helping us understand physician and provider needs—as well as the diverse needs of patients.”

Honor is proud to name these three distinguished national experts as the first of our official company advisors. Each brings unique experience, expertise, and evidence-based knowledge to the Honor team and shares Honor’s passion to provide the best possible care for older adults in their homes.

Bruce Allen Leff, MD is the Director of the Center for Transformative Geriatric Research. Dr. Leff also serves as a Professor of Medicine and practicing geriatrician at the Johns Hopkins University School of Medicine. As the founder of the Hospital at Home Program, Dr. Leff understands inpatient acute care needs and also knows the importance of the home setting in the healing process. Dr. Leff frequently sits on Technical Expert Panels with Centers for Medicare and Medicaid Services (CMS). He is recognized as the definitive geriatrics specialty leader in post-acute care and transitioning patients to the home setting.

Carol Raphael served for 22 years as President and CEO of the Visiting Nurse Service of New York, the largest nonprofit home health organization in the US. She has held several other executive and leadership positions including appointments to the Medicare Payment and Policy Commission (MedPAC) and by President Obama to the the Bipartisan Commission on Long Term Care. Ms. Raphael is a nationally recognized expert in health policy and practice. She serves on numerous Boards in healthcare, education and human services and is currently the Chair of the AARP Board and the Long Term Quality Alliance.

Ronald Greeno, MD is also the Chief Strategy Officer for IPC Healthcare, Inc. and was the Co-Founder of Cogent Healthcare Inc. where he served most recently as Executive Vice President of Strategy & Innovation. Prior to that, he was the Chief Medical Officer of Cogent Healthcare Inc. for 17 years, responsible for developing and managing Cogent's national network of hospitalist physicians and for the development of the medical management approach. Considered a pioneer in Hospital Medicine, Dr. Greeno is a nationally recognized expert on hospitalist programs and their clinical and administrative management.

About Honor

San Francisco-based Honor, launched in spring 2015, is the home-care solution that helps older adults continue to live and age in their own homes with greater joy, comfort, and grace. Funded by Silicon Valley trailblazer Marc Andreessen, Honor combines the best care professionals in the industry with proprietary app technology that modernizes the entire home-care experience, making it more flexible and accessible for family caregivers and their aging loved ones. For more information, please visit www.joinhonor.com.

Please follow Honor:

<https://www.facebook.com/joinhonor/>

<https://twitter.com/honor/>

<https://www.linkedin.com/company/honor-technology-inc>

Additional Media:

<http://bit.ly/HonorPressKit>

Honor Press Contact:

Sue Kwon

pr@joinhonor.com

###