

Insurtech Startup ChronWell Expands Leadership Team with Industry Veterans

Expansion of team enhances focus on growth and development

FORT LAUDERDALE, Fla. ([PRWEB](#)) January 28, 2019 -- [ChronWell](#), a technology-enabled care navigation platform for the workers' compensation industry, today announced the expansion of its leadership team to help grow and expand in 2019 and beyond. Matthew Schreiber joins ChronWell as Chief Revenue Officer; Neviana Terzieva as Vice President of Sales; and Marina Simonian as Vice President of Product Management.

With decades of extensive experience in developing and executing significant growth strategies for the health care technology industry, each brings a wealth of expertise and insight to the organization which will be critical as the company prepares to launch new versions of its platform in the coming months.

“We’re dedicated to bringing in top talent to grow our business with purpose,” said Joe Rubinsztain, CEO of ChronWell. “Matt, Nev and Marina are a perfect fit with our organization, because they share our vision of bringing empathy and innovation to the workers’ comp industry.”

Schreiber comes to ChronWell with 25 plus years in health care and workers’ compensation as a senior leader. He has held senior management positions at Modernizing Medicine, gMed, myMatrixx, PMSI, Cigna and Merck-Medco. In his new role, he is responsible for all commercial aspects of the organization with a specific focus on growth and customer success.

Terzieva’s professional accomplishments span areas of product development, product launch and commercialization. She is an experienced sales executive and a sales leader, bringing a deep understanding of the cross-section of health care and technology.

Simonian brings 14 plus years of product management and marketing experience, with a proven ability to deliver award winning products, and develop and enhance strategic vision along with tactical implementation.

“I am excited to work alongside Joe and be a part of the talented ChronWell team to help build a world-class platform,” said Schreiber. “The workers’ comp industry is ripe for disruption, and the results and growth that ChronWell has seen is proof that there is an appetite for change.”

ChronWell launched its pilot program in 2018 to test its empathy-driven approach to care management for work injuries. During that time, the company has continuously innovated and upgraded the service and technology platform through collaboration with its pilots and advisors. Recently, the company has identified better than expected results and is enthusiastic about its future as it continues to attract the attention of many strategic prospects. Utilizing a hybrid of Artificial Intelligence (AI) technology and skilled human capability via a dedicated mobile app and call center, this solution quickly and efficiently provides unified care navigation to minimize the impact of workplace accidents on insurers, employers and injured workers.

To learn more about ChronWell, visit <https://www.chronwell.com>.

About ChronWell

Based in Fort Lauderdale, Fla. and founded in 2017 by health care and insurance technology veterans,



ChronWell has developed a unified care navigation platform for the workers' compensation system in America. Combining breakthrough technology, advanced analytics, artificial intelligence (AI), and empathy-driven services, ChronWell minimizes the impact of workplace accidents on workers, employers, and insurers. ChronWell helps navigate care from the onset of an injury through the resolution of a claim by efficiently establishing lines of communication and bridging the gap between employee, employer and insurance company. ChronWell will also leverage technology to expand adjuster capabilities. For more information, visit www.chronwell.com.

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