

START-UP SPOTLIGHT

By Cheyenne Dunn



CHRONWELL START-UP USES A COMBINATION OF OUTBOUND RECOVERY ASSISTANCE AND A CLOUD-BASED PLATFORM TO IMPROVE MEDICAL HOSPITALITY.

Today's health care system is full of dissatisfied customers. While the medical staff may be top-notch, the process of receiving treatment isn't always efficient. The founders of ChronWell are developing technology to disrupt this inefficient process and help injured workers receive the care they need.

"Workers' compensation is an industry that has been largely neglected by technology," says ChronWell cofounder Salo Sredni. "Our goal is to create a better experience for injured employees, to get them back to work as quickly as possible, and to do this at the lowest cost possible."

HELP NAVIGATING THE SYSTEM

Based in Sunrise, Florida, the start-up has developed the Recovery Central platform that guides employees – and their employers – through the process of diagnosing an injury, filing reports, booking appointments, and getting to those appointments.

"When someone in the field gets hurt, a lot of times they feel alone, helpless, and don't know whom to talk to," says Sredni. "Our technology helps direct them to care and creates better communication."

If a ChronWell user gets injured, the first thing he or she does is call a number that connects with a Recovery assistant or a registered nurse (RN) who does an evaluation, answers questions, and ascertains the best course of action. The RN then decides if the worker needs to see a specialist, a doctor, or go to

the hospital, which helps the employee get the right care right away.

The injured worker then downloads ChronWell's free Recovery app, which aids in navigating the health care process. The app allows the user to have a personal assistant in the palm of his or her hand 24-7.

After the proper care has been administered, the next step is to take care of legalities. ChronWell helps the injured worker's employer file the correct reports with the appropriate government agencies. It also helps coordinate follow-up care.

"There isn't anything else on the market that is this comprehensive," says Sredni. "Although there are pieces that can be bought individually, like a triage service, nothing provides everything in one package."

The cost to use Recovery Central is covered by the employer. ChronWell is offering an introductory price for its services.

Although there is a fee to use the technology, the start-up believes the system will still save employers money by doing a better job of suggesting appropriate care after an injury and keeping the patient engaged throughout the recovery process. Since many employees live paycheck to paycheck and can't afford to take time off, the company's founders also hope the platform will benefit employees by returning them to work faster.

NEW PARTNER

Cream of the Crop Industries, which is part of California Farm Management, recently partnered with ChronWell to offer its workers access to this technology. After a short training process, the app was made available to employees in the summer of 2018.

"The people at California Farm Management are visionaries. They were very excited to get started on this idea," says Sredni. "They have a great culture and care deeply about their employees' well being." 

ABOUT THE COMPANY

Company: ChronWell
Founders: Joe Rubinsztain, Salo Sredni, Sam Rubinsztain
Headquarters: Sunrise, Florida
Website: chronwell.com
Background: The founders of ChronWell have developed the Recovery app to disrupt the workers' compensation industry. Its goal is to create a better experience for injured employees, return them to work as quickly as possible, and do it at the lowest cost possible. 