

Partnership for the future

We do more than invest. We relate, shape, transform, and disrupt.

We create lasting partnerships with those who understand how to make life easier and safer for our customers. We do this through the following three pillars.

Capital investments

\$250K to \$1M in Seed to Series A round startups

Pilots

Testing and learning with emerging technology
3-6 month evaluations
Offering industry expertise and providing access to insurance executives

Incubations

Exploring new market opportunities
Assisting in development from ideation to implementation
Offering guidance on scaling, technology, architecture, development, and security

Focus areas

Health at home

At home monitoring and testing
Senior Living as a Service (SLAS)
Social Housing

Social determinants of health

Fitness and fall prevention
Social isolation
Behavioral economics

Caregiver supply and support

Caregiver coordination/management
Caregiver solutions
Palliative care/end of life care

Financial security

Aging-specific financial products
Financial/Health plan advice
Financial wellness and resources

Member experience

Engagement innovation
Member experience enrichment
Member products and services

Fitness and activity building

Physical wellbeing
Mental and emotional support



Julie Pearce
VP, Chief Business
Development and
Transformation Officer

Julie leads the Business Development and Transformation Office focusing on strategic capital investments and ensuring our innovation strategy and technology align with the strategic objectives of Wellabe.



Susan Kelly
Innovation Business
Partner

Susan is responsible for sourcing emerging technologies and solutions that benefit and engage our customers while driving innovation and efficiency within our teams.



Contact us
ventures@wellabe.com