



GRAPEVINE HEALTH

Grapevine Health Awarded National Science Foundation Grant to Address Health Literacy

Small Business Innovation Grant Will Accelerate Grapevine's HealthText Solution

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Washington, DC – Grapevine Health has been awarded a National Science Foundation (NSF) Small Business Innovation Research (SBIR) grant to accelerate development of its health literacy and patient engagement solution, *HealthText*. This culturally appropriate, AI-powered digital platform will address health literacy and increase Medicaid enrollee engagement, resulting in improved health outcomes and lower healthcare costs.

Health literacy is one of the strongest predictors of health outcomes, and low health literacy costs the US economy over \$256 billion annually. Grapevine Health's *HealthText* platform can mitigate the effects of low health literacy through personalized engagement. *HealthText* is accessible to patients in their moment of need and combines clinical, utilization, behavioral, and population level data to create hyper-personalized two-way experiences using SMS. The digital tool integrates relatable, plain language video messaging to bridge digital engagement and remove barriers to engagement with the health care system.

"Solving health literacy is our greatest opportunity to dramatically improve health outcomes for our most vulnerable," said Grapevine Health CEO Lisa Fitzpatrick, a physician and CDC-trained medical epidemiologist. "We are thrilled NSF is supporting us to accelerate our work. This funding will help us continue our human-centered approaches and to collaborate with communities to develop an innovative technology that meets their interests and needs while building trust in the healthcare system, in medicine and in science."

Startups and small businesses with innovative science and technology solutions, and commercial potential are encouraged to apply for SBIR funding. All proposals submitted to America's Seed Fund undergo a rigorous merit-based review process. To learn more about America's Seed Fund powered by NSF, visit: <https://seedfund.nsf.gov/>

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About the National Science Foundation's Small Business Programs: America's Seed Fund powered by NSF awards \$200 million annually to startups and small businesses, transforming scientific discovery into products and services with commercial and societal impact. Startups working across almost all areas of science and technology can receive up to \$2 million to support research and development (R&D), helping de-risk technology for commercial success. America's Seed Fund is congressionally mandated through the Small Business Innovation Research (SBIR) program. The NSF is an independent federal agency with a budget of about \$8.5 billion that supports fundamental research and education across all fields of science and engineering.

About Grapevine Health: Grapevine Health is a technology-enabled patient engagement company that combines in-person connection, trusted physician messengers, storytelling and digital media to educate and engage underserved communities to take control of their health. Our mission is to create compelling, relatable, jargon-free health content that increases health literacy, builds trust in medical and science communities, reduces avoidable healthcare costs and improves health outcomes for underserved communities.