

Business Release

HealthBeacon Appoints Two New Board Members

Digital Health Company Welcomes

- **Former Minister for Health Mary Harney and**
- **HealthCare Leader Keeshia Muhammad**

Leading Digital Health Technology Company, [HealthBeacon](#) is delighted to announce the appointment of two new members to the company's board of directors. Former Irish Minister of Health Mary Harney and US Pharmaceutical and Healthcare leader, Keeshia Muhammad join the digital health company.

"We are excited to welcome Mary and Keeshia to our board of directors. They bring true healthcare leadership, a passion for innovation and a real shared vision with HealthBeacon on how healthcare needs to innovate by leveraging technology and becoming patient centric in its delivery", **said Jim Joyce, CEO and Co-Founder, adding;**

"I have known and worked with both of these talented healthcare leaders over the years. They are the type of executives that think about what could be possible and how can we work together to make it happen. Both bring a new level of energy and critical perspective on best pathways to implement our market leading Injection Care Management System alongside Governments, Insurers and Pharmaceutical Companies across the globe."

Former Minister of Health and Tánaiste (Deputy Prime Minister) for Ireland Mary Harney's career has been characterised by reform, innovation and enterprise. The first woman in Ireland to lead a major political party and the longest serving female cabinet member working in various Ministries, she brought change to the environment through air quality, driving the presence of high technology companies in Ireland and actively reforming healthcare services. Mary currently serves as the Chancellor of University of Limerick and as director and advisor to a number of pharmaceutical, healthcare and technology companies.

Based out of the US in Pennsylvania, Keeshia is a business advisor and was most recently the Director Marketing, Strategy and Planning in UPMC Health Plan. Keeshia Muhammad began her career at General Electric, and moved into in the pharmaceutical sector running commercial and marketing groups at Schering Plough (now Merck), Mylan, Teva, and Nycomed. Keeshia was the Chief Operational Officer for the African Chamber of Commerce (Western Pennsylvania) and has served on the board of the American Lung Association of the Northeast. She has received multiple awards and recognitions during her career including being highlighted as the top 100 most inspiring people in Pharma.

HealthBeacon

HealthBeacon a medication adherence technology company, has developed the **World's first Injection Care Management System** for patients that self-administer injectable medication in their homes. HealthBeacon eases the burden of managing patients' injectable medications from home through their FDA cleared Smart Sharps Bin Technology. With the intervention of HealthBeacon's Injection Care Management System, patients' persistence and adherence to medication is increased by 25-30% within twelve months of initiating therapy. The HealthBeacon integrated model connects a patient's routine and the prescribing clinician's workflow. This technology has been adopted across thirteen countries with >420,000 injections

tracked since launch in 2014, with a patient acceptance rate of 80-90%. For more information, visit: healthbeacon.com/ or engage with HealthBeacon on [LinkedIn](#) or [Twitter](#).

ENDS.

**For further information please contact: Emer O'Reilly, ORPR, T: +353868593658
E: emer@orpr.ie**

HealthBeacon Background: visit: healthbeacon.com/ or engage with HealthBeacon on [LinkedIn](#) or [Twitter](#).