



Press Release:

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Treato Named a Cool Vendor by Gartner

Healthcare Insights Company Selected as Innovative Company For Life Science Analytics

NEW YORK, NY (April 28, 2016)- [Treato](#), the single largest source of online consumer insights on healthcare, announced today that it has been named a Cool Vendor by Gartner in their report *Cool Vendor in Life Sciences, 2016*, Stephen Davies, Michael Shanler, April 15, 2016. The report focuses on life-science- oriented analytics, algorithms and smart machine technology in order to gain insight from patients and doctors, confirm medication ingestion, and analyze unstructured information.

Treato uses patented analytics and big data technology to turn billions of disparate patient and caregiver online conversations into meaningful social intelligence. To date the company has collected and analyzed more than two billion online conversations about more than 40,000 drugs and conditions across thousands of forums, blogs and social networks. Treato.com, the company's free consumer website, helps millions of patients and caregivers each month by informing them of what others who share their same conditions are saying about treatments.

"We're pleased to be recognized as one of Gartner's Cool Vendors alongside a great list of data-driven companies who are utilizing technology to push the healthcare and life sciences industries towards a new future," says Ido Hadari, CEO of Treato. "Leaders in business and the clinical space are increasingly thinking of social data analytics as a means to disrupt legacy processes and drive innovative, patient-centric business strategies."

To read the blog post about the report please visit: <http://blogs.gartner.com/michael-shanler/cool-vendors-in-life-science-2/>

Source, Gartner, Inc. *Cool Vendor in Life Sciences, 2016*, Stephen Davies, Michael Shanler, April 15, 2016

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**About Treato:**

Treato™, the leading source of health insights from millions of real health consumers, uses patented analytics and big data technology to turn billions of disparate online conversations into meaningful social intelligence. With more than two billion posts analyzed and continuously expanding, Treato has partnered with 9 out of the world's top 10 pharma companies as well as numerous other multi-national pharmaceutical companies and healthcare organizations. Treato.com, its consumer website, helps millions of visitors each month. Treato is privately held with offices in Israel, New York and Princeton, NJ. Investors include Reed Elsevier Ventures, OrbiMed Partners and New Leaf Venture Partners, among others. For more information please visit <https://treato.com/>