



EnlivenHealth[®]
an Omnicell Innovation

Media Kit

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About EnlivenHealth

EnlivenHealth, a division of Omnicell, Inc. enables pharmacies with connected patient engagement, clinical, and financial workflows designed to result in an elevated patient-pharmacy experience, exceptional patient care, and enhanced financial performance. We advocate for a world where pharmacy teams stand at the forefront of healthcare, empowering them to practice at the top of their license, and aiding them with their commitment to patient care, collaboration, and continuous learning.

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Who Is EnlivenHealth For?

EnlivenHealth serves a diverse ecosystem of pharmacy and healthcare organizations committed to improving patient care and business outcomes. Our solutions support independent pharmacies, retail chain pharmacies, grocery store pharmacies, and health system pharmacies, as well as specialized settings including long-term care, specialty, and outpatient pharmacies. We partner with pharmacy services administration organizations (PSAOs) to deliver value across their membership networks. Beyond the pharmacy, EnlivenHealth works with health plans, payers, and pharmaceutical manufacturers to create connected care experiences that improve medication adherence, patient engagement, and health outcomes. This broad reach across the healthcare ecosystem enables us to bridge gaps between pharmacies, patients, and payers—fostering collaboration that benefits everyone involved in the medication management journey.

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Independent Pharmacies

- Maximize clinical service reimbursement through streamlined MTM, immunization, and point-of-care testing workflows
- Gain financial clarity with DIR fee reconciliation and payer contract management
- Build patient loyalty and drive foot traffic by becoming a trusted Medicare advisor

Regional Pharmacy Chains

- Automate patient communications like refill reminders and appointment scheduling
- Expand clinical services without increasing staff burden
- Improve adherence, retention, and prescription volume across store locations

Health System Pharmacies

- Coordinate seamless care transitions between inpatient and ambulatory settings
- Document and bill for clinical interventions that improve patient outcomes and reduce readmissions
- Integrate pharmacy services into broader population health and value-based care initiatives

Long-Term Care Pharmacies

- Streamline medication management and communication with facility staff
- Ensure regulatory compliance while reducing administrative burden
- Improve medication synchronization and adherence for complex patient populations

Specialty Pharmacies

- Deliver high-touch patient support and education for complex therapies
- Automate adherence monitoring and intervention for specialty medications
- Navigate prior authorizations and financial assistance programs more efficiently

Outpatient Pharmacies

- Support care transitions with timely discharge medication counseling and follow-up
- Coordinate with hospital care teams to improve post-discharge medication adherence
- Document clinical services that align with health system quality and safety goals

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The EnlivenHealth User Experience

EnlivenHealth solutions are designed for the entire pharmacy team—from pharmacy owners managing business performance to pharmacists delivering clinical care, pharmacy technicians coordinating workflows, and the patients and caregivers they serve. Our intuitive platforms empower each user to work more efficiently, make informed decisions, and focus on what matters most: exceptional patient care and sustainable business growth.

Pharmacy Owners

- Access real-time business intelligence and profitability insights to make data-driven decisions
- Monitor performance across clinical services, financial operations, and patient engagement
- Identify revenue opportunities and operational efficiencies that drive practice growth

Pharmacists

- Document clinical services quickly with streamlined workflows that maximize reimbursement
- Guide patients through Medicare plan comparisons and medication coverage decisions
- Spend less time on administrative tasks and more time providing direct patient care

Pharmacy Technicians

- Automate routine communications like refill reminders and appointment scheduling
- Manage prescription synchronization and coordinate patient outreach efficiently
- Support pharmacists with documentation and workflow coordination for clinical services

Patients & Caregivers

- Schedule appointments for vaccinations and other clinical services
- Access clear Medicare plan comparisons and guidance from trusted pharmacy advisors
- Stay connected to their pharmacy team with convenient digital communication tools

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Background

EnlivenHealth was launched by Omnicell in 2020 to address a growing need—helping pharmacies and health plans meet rising expectations for patient engagement and digital care delivery. Built on a long-standing commitment to innovation in medication management, the division emerged as healthcare was undergoing rapid transformation, accelerated by the COVID-19 pandemic.

EnlivenHealth’s foundation was created and strengthened through strategic acquisitions that brought together decades of pharmacy expertise. In 2016, Omnicell acquired Ateb, Inc., a company founded in 1992 that pioneered pharmacy-based patient care solutions and medication synchronization programs for independent and chain pharmacies. This was followed by the 2021 acquisition of FDS Amplicare, which began in 1997 offering financial, patient engagement, and analytics solutions to community pharmacies. FDS Amplicare itself was formed from the merger of FDS, Inc. and Amplicare (formerly iMedicare), bringing deep expertise in Medicare plan comparisons and pharmacy business intelligence. In 2022, Omnicell acquired MarkeTouch Media, adding prescription management and patient communication capabilities to EnlivenHealth’s comprehensive platform.

These combined technologies and expertise enabled EnlivenHealth to meet the evolving needs of pharmacies and payers with intelligent technology designed for a digital-first healthcare world. With deep roots in retail pharmacy and health plans, EnlivenHealth continues to advance the vision of enabling care teams to operate at the top of their license by removing barriers and enhancing communication between patients and providers.

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Meet the Leadership Team



Martha Thorne

Senior Vice President and General Manager

Martha Thorne joined Omnicell in June 2023. As Senior Vice President and General Manager of EnlivenHealth, she is responsible for the strategic growth and development of the business. Martha is an accomplished healthcare technology executive with over 25 years of experience in driving global sales and growth in the healthcare technology industry. Prior to joining Omnicell, Martha was Chief Revenue Officer of egnite, leading the transformation to a SaaS, data and analytics company powered by AI. Martha also served as Chief Revenue Officer for CareCentrix, focusing on client success, new business development and the positioning and messaging for CareCentrix. Prior to joining CareCentrix, Martha was the General Manager of the Provider Business for Watson Health, a division of IBM, responsible for global strategic growth and ongoing introduction of AI. Martha started her healthcare technology career with Allscripts and held various leadership roles for sales, business development and with the most recent serving as General Manager of Population Health. Martha held a position on the board of par8o, a privately held company and served as the Executive Chair of Allscripts Women's Engagement (AWE) program. Martha holds a Master of Business Administration from Duke University Fuqua School of Business and a Bachelor of Science in Clinical Dietetics from the University of Connecticut.

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Peter Fianu
Vice President and CTO

Peter leads EnlivenHealth’s engineering organization, including technology strategy, infrastructure, and development. With a deep background in healthcare innovation, focusing on SaaS software development and delivery, Peter joined Omnicell in September of 2021 through its acquisition FDS Amplicare, where he served as President and CIO. With the addition of FDS Amplicare’s financial, analytics, and clinical technologies, EnlivenHealth® now offers the industry’s most comprehensive suite of digital solutions that are transforming the practice and business of pharmacy. Earlier in his career, Peter was the CIO of Meritain Health, where he was responsible for strategic initiatives and driving innovations for employer-sponsored health plans in the areas of patient engagement and digitalization. Peter holds a BS in Computer Science from Towson University and an MS in Computer Science from Johns Hopkins University.



Melissa Bell
CCO

Melissa Bell joined as Chief Customer Officer of EnlivenHealth in September 2023 and is responsible for accelerating customer growth and loyalty. She has 25 years of experience as a customer and revenue leader in high growth digital health companies. Previously, she was President of TigerConnect, leading all go-to-market strategy and initiatives, and Chief Growth Officer for Intelligent Medical Objects, accountable for sales, enablement, professional services and customer success. Earlier in her career, she held leadership roles at Inovalon, FinThrive (formerly MedAssets), GE Healthcare and Allscripts. Melissa earned a Bachelor of Business Administration degree from Saint Mary’s College in Notre Dame, Indiana and completed the Executive Leadership Development program at the University of North Carolina’s Kenan-Flagler Business School.

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Andrew Sylvester
Senior Director, Business Operations, Intelligence and Customer Analytics

Andrew leads EnlivenHealth’s business operations, intelligence, and customer analytics organizations. He and his teams support the data-driven decisions that are key to managing the overall EnlivenHealth® business. Andrew is also responsible for driving the reporting and analytics that enable customers to maximize the operational performance and value they receive from EnlivenHealth’s solutions. With a background in biomedical engineering, Andrew combines deep technical expertise with a strong service focus to continuously transform data into actionable intelligence across the end-to-end customer experience. Andrew holds a BS in Biomedical Engineering and a Masters in Engineering Management, both from Case Western Reserve University.



Tracy Ward
Senior Director, Operations

Tracy leads EnlivenHealth’s internal operations organization, including sales operations, deal desk, and contract management. Tracy joined EnlivenHealth in September of 2021 through its acquisition of FDS Amplicare, where she served as Chief Administrative Officer. With the addition of FDS Amplicare, the comprehensive suite of solutions available at EnlivenHealth empower pharmacies to keep patients healthy and transform their business. With over 20 years of experience at FDS Amplicare, Tracy oversaw contract management, human resources, and she served as the company’s HIPAA Privacy Officer. Earlier in her career, Tracy was part of a small team that built a successful start-up pharmacy management system, HCC, where she served as Executive Vice President responsible for overseeing operations. Tracy resides in Texas and enjoys traveling with her family.

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Rick Cedrone
Senior Director, Marketing

Rick serves as the leader for EnlivenHealth’s marketing organization. With over 15 years of experience building and leading high performing teams, Rick brings the expertise required to build market dominance through unique brand and revenue-generating initiatives. Prior to joining EnlivenHealth, he served various software-as-a-service providers in growth-oriented roles marketing into high-tech and industrial automation sectors. Rick resides in north central Massachusetts with his wife and two children, and he enjoys 10Ks, cooking, and spending time outside with the family and their bernedoodle.



Stacey Walker
Senior People Strategist

Stacey is EnlivenHealth’s Senior People Strategist. She partners with our people managers and leaders to translate business strategy into our people strategy and is passionate about fostering a highly engaged, inspiring, and inclusive workplace where employees (our most valuable asset) can reach their full potential. Stacey joined Omnicell in July of 2015 and has been partnering with the Enliven team for over 2 years now. Stacey holds a Bachelor’s Degree in Business Administration from Champlain College in Vermont, where she was born and raised. She has over 20 years of experience in the Human Resources function and is a Senior Certified Professional in Human Resources (SHRM-SCP). She currently resides in Tampa, FL with her fiancé and two children.

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Michelle Noel
Sr. Financial Analyst

Michelle Noell is EnlivenHealth’s Financial Planning and Analysis lead. She partners with the EnlivenHealth senior leadership team in forecasting, budgeting, and financial analysis to support informed decision-making. Throughout her career, Michelle has collaborated closely with functional leaders and executive teams to deliver financial insights and drive strategic priorities. Michelle holds a Master’s degree in Accounting and is a Certified Management Accountant (CMA). Michelle and her husband reside in the Dallas area and enjoy attending sporting events, spending time with family and traveling to new destinations.

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Media Coverage and Awards

HealthExec

[website link](#)

“We’re seeing state policy reforms happening across the country, where pharmacists are becoming more sophisticated providers in many ways, treating minor ailments that the broader healthcare system is too bogged down to effectively accommodate.”

Drug Store News

[website link](#)

“EnlivenHealth has developed software solutions designed to improve pharmacy efficiency, free up time for clinical services, streamline clinical workflows and keep pharmacists informed about their service expansion options.”

MedCity News

[website link](#)

“Digital information, delivered before pickup, has the potential to promote meaningful conversations between pharmacists and patients at the point of delivery, creating an opportunity to improve health literacy, reduce medication errors and improve adherence.”



Drug Store News Retail Excellence Award

[2024 award link](#)

[2023 award link](#)

Every year, Drug Store News recognises the leading figures in the technology and automation industry with its Retail Excellence Awards—Technology and Automation. EnlivenHealth was among those companies that continually strive to provide the best for their customers.

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Testimonials



"The instant, accurate data EnlivenHealth provides saves our staff time and our patients money. It's a service that allows everyone to win."

Daks Hamner, Director, Margin Management, Guardian Pharmacy



"Looking at plan comparisons is our number one customer retention tool. This is a product I couldn't run my business without. It is an amazing program."

Heather Johnson, Chief Executive Officer, S&S Drug



"Since starting MyDataMart, I have seen a marked improvement in revenue per script. We even identified a prescription selling at a loss that, when we changed the DAW, revenue went up by \$1,000."

Karen Veith, RPh, Pharmacist & Pharmacy Manager, Primary Care Pharmacy



"We were doing about 150 shingles and pneumococcal vaccines a year. Now that we're using [Amplicare Clinical Solution], we are doing over 500 vaccines [annually]. It's helped us push forward in a very positive way."

Laura Duran, CPhT, Pharmacy Technician, Pharmacy 575

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“The level of support and attention that you get from EnlivenHealth as a partner is outstanding. I wouldn’t consider it a client-to-vendor relationship, it’s really been a partnership.”

Roger Thompson, CPhT, Operations Director, Preferred Care Pharmacy



“Can you find anything else that you’re doing in your pharmacy that will make you \$22 a minute? I’m not going to hold my breath and wait.”

Robbie Monahan, PharmD, Southland Pharmacy

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Recent Webinars



Measuring What Matters: The Impact of Pharmacy Analytics on Value-Based Care

Learn how data-driven insights can align your pharmacy services with value-based care initiatives. Leverage analytics to improve patient outcomes, increase adherence, boost patient satisfaction, and more!

[Watch Webinar >](#)



The Revenue Roundtable: Best Practices for Boosting Your Pharmacy's Financial Health

Join us for an insightful discussion about different strategies (from analytics, reconciliation, and billing perspectives) you can use to improve the financial health of your pharmacy.

[Watch Webinar >](#)



Turn Denials into Dollars: Resolving & Preventing the Most Common Claim Issues

In this webinar, EnlivenHealth's reconciliation and billing experts equip pharmacists with the knowledge they need to resolve the most common claims rejections AND get claims accepted the first time.

[Watch Webinar >](#)



Don't Wait, Migrate: How to Navigate Network Exits & Retain Patients with Medicare Plan Comparisons

Learn how to navigate network participation, identify direct payer opportunities, and create competitive advantages in your market — all while finding the best Medicare plans for your patients.

[Watch Webinar >](#)

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Frequently Asked Questions

Q. What sets EnlivenHealth apart from other digital health platforms?

A. EnlivenHealth is purpose-built for pharmacies and health plans, combining clinical insight with advanced automation to boost adherence, retention, and care outcomes.

Q. Is EnlivenHealth only for large pharmacy chains?

A. No. While we do partner with major brands, our solutions scale easily for regional health plans, smaller chains, and independent pharmacies. We strive to move the entire pharmacy industry forward, regardless of care setting.

Q. How does EnlivenHealth support today's pharmacists?

A. EnlivenHealth equips pharmacies with solutions across four critical areas. Our clinical tools streamline documentation and processes for immunizations, point-of-care testing, MTM, and more—maximizing reimbursement while improving patient care. Our financial solutions simplify claims reconciliation and medical benefit billing, giving pharmacies greater revenue clarity and control. Our patient engagement offerings help pharmacies connect with their patients, building loyalty that translates to improved revenue and health outcomes. And our analytics software transforms pharmacy data into actionable insights for smarter operational and growth decisions. Together, these solutions help pharmacies thrive in today's challenging healthcare environment.

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Q. What impact has EnlivenHealth had?

A. EnlivenHealth supports thousands of pharmacies nationwide, helping them improve prescription revenue, optimize clinical service reimbursement, and gain financial clarity in an increasingly challenging landscape. Using our solutions, pharmacies have seen a 230% increase in vaccines administered annually, a 60% year-over-year prescription revenue increase, and an 11.4% increase in prescription count. (Individual pharmacy results may vary.) By transforming how pharmacies leverage their data and clinical expertise, we’re helping them grow while continuing to serve as vital healthcare providers in their communities.

Q. What’s next for EnlivenHealth?

A. We’re focused on expanding our capabilities with tools like e360 and conversational AI to advance pharmacy engagement, enhance clinical services, and deepen collaboration with payers.

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