

CARROT Named Most Innovative Healthcare Solution for Millennials

CARROT Health & Wellness Captures Top Prize at the 2016 Crain's Detroit Business Healthcare Leadership Summit

ROYAL OAK, MICHIGAN, UNITED STATES, November 21, 2016 /EINPresswire.com/ -- CARROT Health & Wellness was named winner of the first "Healthy @ Work Innovation Challenge" at the 2016 Crain's Detroit Business Health Care Leadership Summit. Founder & CEO Michael Antaran made CARROT's five-minute presentation and accepted the award at the event which was held November 17 at the Detroit Troy Marriott.

Small businesses and startups were challenged to provide solutions to engage millennials in healthcare, and CARROT was selected in a live vote of the conference's 400-plus healthcare executives in attendance.

"To receive this recognition from this amazing audience is exciting for our entire team," Antaran said. "We've worked hard to create a solution that will drive everyone to be more active, a solution that everyone will find fun and engaging, and we feel we've done this with CARROT."

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CARROT Health & Wellness CEO Michael Antaran accepted the 2016 Crain's Detroit Business "Healthy@Work" Innovation Challenge Award.

CARROT Health & Wellness, introduced in January 2016 by Royal Oak-based Marvel Apps LLC, is an entirely new type of program. Without having to purchase wearable trackers, CARROT gives organizations of all sizes a mobile tool to drive healthy behaviors and reward employees for healthy activities. CARROT's proprietary technology provides personalized daily goals to individual participants, helping to maximize engagement.

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CARROT Health & Wellness features a Rewards Center on the app where employers offer exclusive incentives to its employees. At the same time, all CARROT users have the opportunity to claim special rewards provided by local retailers, coffee shops, restaurants and other businesses.

“The feedback we’ve received has been tremendous. Most people mention that they like our concept of personalized goals and instant gratification, and we are now getting great responses to a couple of our newer features, especially our ‘CARROT Survivor’ challenges, unlockable rewards, and the ability for manual wheelchair users to fully participate in the program.”

Henry Ford Health System, Health Alliance Plan of Michigan, Total Sports Complex, and Macomb County Government are among the first organizations to utilize CARROT’s individualized program which motivates and benefits all participants. Thanks in large part to CARROT’s early success, Founder & CEO Michael Antaran was also recently named one of “50 People in I.T. You Need to Know” by Crain’s Detroit Business.

More information about CARROT is available at <http://CARROTpass.com>. To find the CARROT Wellness app on the iTunes or Google Play store, follow this link: <http://onelink.to/carrot>.

About CARROT Pass LLC

CARROT Pass LLC and its parent company, Marvel Apps LLC, are independent software development companies based in Royal Oak, Michigan. CARROT Health & Wellness is an entirely new type of population health and wellness program. Without having to purchase wearable trackers, CARROT gives organizations of all sizes a mobile tool to drive healthy behaviors and reward employees for healthy activities. Marvel Apps was honored as a “2015 Top 50 Company in Michigan to Watch” by Michigan Celebrates Small Business. Company founder Michael Antaran was selected by Goldman Sachs to participate in its 2014 10k Small Business Program – a program he successfully completed while developing CARROT, a unique fitness rewards app. In the summer of 2015, Marvel Apps was one of just 16 companies in the nation invited to participate in a Small Business Coaching Session hosted by Goldman Sachs and Bloomberg LP in New York. More information is available at <http://CARROTpass.com/about>.

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