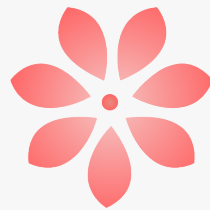


EY US announces Neelam Brar of Total Life as an Entrepreneur of the Year® 2025 Florida Award finalist

Recognizing bold leadership and innovation in aging and mental health, EY names Neelam Brar a Florida finalist for the 2025 Florida Entrepreneur Of The Year.



Total Life

Therapy covered by Medicare

NEW YORK, NY, UNITED STATES, June 11, 2025 /EINPresswire.com/ -- Ernst &

Young LLP (EY US) announced the finalists for the prestigious Entrepreneur Of The Year 2025 Florida Award. Now in its 40th year, the Entrepreneur Of The Year program celebrates the bold leaders who disrupt markets through the world's most ground-breaking companies, revolutionizing industries and making a profound impact on communities. The program honors

bold entrepreneurs whose innovations shape the future and pave the way for a thriving economy and a hopeful tomorrow.



Total Life's growth isn't just about numbers, it's about lives changed," said Brar. "Every client we serve is a mother, father, grandparent, or veteran who deserves support, dignity, and joy."

Neelam Brar

Neelam Brar, founder and CEO of Total Life, has been named one of 25 national finalists for the prestigious Entrepreneur Of The Year® award, selected by an independent panel of judges for her bold vision, purpose-driven leadership, and measurable impact on healthier aging in America.

Brar is being recognized not just for growing a business, but for building a movement. In just 36 months, Total Life

has connected over 10,000 older adults with Medicare-covered teletherapy, addressing a crisis too often overlooked: the mental health of seniors. By eliminating barriers like cost, stigma, and mobility challenges, Brar and her team have delivered life-changing care to a population that has long been underserved.

"Total Life's growth isn't just about numbers, it's about lives changed," said Brar. "Every client we serve is a mother, father, grandparent, or veteran who deserves support, dignity, and joy in this chapter of life."

With 90% of clients reporting significant mental health improvement after just six sessions, Total Life is proving that tailored, compassionate care can be both effective and scalable. The company's holistic approach now includes therapy, meditation, group classes, and purpose-building tools, all designed to help older adults thrive.

This nomination comes as Total Life continues expanding across the U.S., partnering with health systems and accountable care organizations to bring behavioral health into the mainstream of senior care. The company is on a mission to extend not just lifespan, but healthspan, ensuring more Americans can age with meaning, community, and mental well-being.

Entrepreneur Of The Year® celebrates the leaders redefining what's possible in business. Neelam Brar stands among them for reimagining mental health care all while proving that aging can be a time of strength, connection, and renewal.

Regional award winners will be announced on June 13 during a special celebration in Orlando and will become lifetime members of an esteemed community of Entrepreneur Of The Year alumni from around the world. The winners will then be considered by the National judges for the Entrepreneur Of The Year National Awards, which will be presented in November at the annual Strategic Growth Forum®, one of the nation's most prestigious gatherings of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards include presenting sponsors PNC Bank, Cresa, LLC, Marsh USA, and SAP. In Florida, sponsors also include ADP – regional Silver sponsor.

About Entrepreneur Of The Year

Founded in 1986, Entrepreneur Of The Year has celebrated more than 11,000 ambitious visionaries who are leading successful, dynamic businesses in the US, and it has since expanded to nearly 60 countries globally. The US program consists of 17 regional programs whose panels of independent judges select the regional award winners every June. Those winners compete for national recognition at the Strategic Growth Forum® in November where National finalists and award winners are announced. The overall National winner represents the US at the EY World Entrepreneur Of The Year™ competition. Visit ey.com/us/eoy.

About Total Life

Total Life is a cutting-edge digital health company transforming healthy aging and preventative care services with compassionate, Medicare-covered teletherapy, removing cost and mobility barriers. We challenge the status-quo, believing seniors deserve more than traditional care. By offering personalized mental health support, we help older adults navigate the challenges of aging while empowering them to feel valued and supported. Total Life ensures clients can stay healthy and live their Total Lives, redefining what it means to age with dignity and fulfillment.

About EY

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets. Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

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