
BrainCheck Appoints Kim Rodriguez as CEO



Rodriguez brings healthcare leadership experience to fast-growing, digital cognitive assessment platform used by thousands of physicians and providers

BrainCheck, creator of a digital cognitive assessment and care management platform announced the appointment of veteran healthcare executive Kim Rodriguez as its new Chief Executive Officer. The company has raised \$21M to date and its products are used by 1,200 providers in over 400 primary care and neurology practices to manage the cognitive health of over 150,000 patients.

"I'm thrilled to welcome Kim to the BrainCheck team, as the company digitally transforms the early detection and treatment of cognitive diseases like Alzheimer's and other dementias," said Mike Smerklo, BrainCheck Board Member and General Partner at Next Coast Ventures. "She is a highly regarded leader with an excellent track record and extensive experience across healthcare, product development, and commercialization. Kim is uniquely positioned to lead the company as its growth accelerates."

Rodriguez's career has spanned 25 years in the healthcare and medical device industry, globally, across multiple therapeutic areas-including neurology, cardiology, and women's health. Most recently, as a Venture Partner at S3 Ventures, she supported the firm's healthcare investments. Earlier, she served as CEO & Co-Founder of Acesa Health-a venture-backed startup providing a minimally-invasive, uterine-sparing fibroid treatment for women. Under her leadership, the company raised \$30M, launched a new product, obtained broad insurance coverage, and was acquired by Hologic for over \$120M in upfront and expected follow-on payments.

Previously, Kim was CEO at Halt Medical and led the largest business unit, Vascular Intervention, at Spectranetics (acq. by Royal Philips for \$2.2B). She has held senior leadership positions at Johnson & Johnson, Blockade Medical (acq. by Balt International), Concentric Medical (acq. by Stryker Neurovascular), Guidant Corporation (acq. by Abbott Vascular), and Microvena (acq. by ev3).

"I'm honored to serve the BrainCheck team, providers, and patients to advance a transformative solution at the intersection of healthcare and software," said Rodriguez. "Due to our country's aging population, Alzheimer's and other dementias are one of the largest blind spots in our healthcare system. With the power of BrainCheck's digital platform, we will greatly expand patient access to early detection, longitudinal tracking, and personalized care."

Cognitive impairment is extremely common and affects millions of people, but it is rarely diagnosed. BrainCheck provides an easy-to-use platform that enables primary care doctors to perform cognitive assessment and intervention at the point of care-in lieu of a referral to a specialist. Diagnosing and addressing problems sooner provides massive clinical benefit and relief to patients and families-all while saving healthcare costs and providing financial benefit to doctors and health systems.

Source: [BrainCheck](#)

Published on : Tue, 28 Mar 2023