

Megadata & TwinMed Announce Strategic Partnership

Reliable medical supply meets unparalleled organizational insight.



Lakewood, New Jersey Nov 1, 2023 ([IssueWire.com](https://www.issuewire.com)) - Building an efficient and adaptable long-term care business requires strategic awareness partnered with tactical ground-level execution. That's why Megadata and TwinMed are excited to announce the launch of a strategic partnership that supports skilled nursing facilities and long-term care portfolios nationwide.

Megadata's proprietary software uses thousands of data points to build a comprehensive picture of skilled nursing organizations. Using dynamic dashboards and drilldowns, SNF leaders can instantly track labor, staffing, purchasing, reimbursements, census, and more via both mobile app and desktop webapp.

This gives operators access to all the data they need, in real time.

With thirteen distribution centers, TwinMed is the largest long-term care medical supply company in the country. Facilities already rely on TwinMed and partner companies AllMed and GroveMed to supply the essential medical equipment that customers and families know and trust.

TwinMed will now be offering Megadata's services to clients nationwide. This new partnership will allow TwinMed's clients to make data-driven decisions regarding medical supplies, procurement, reimbursements, and more, enabling them to optimize for better care and adaptability.

"Our vision for Megadata has always been to lead the transformation of the long-term care industry, where data-driven decision-making becomes the norm, not the exception. This partnership with TwinMed is a significant step towards realizing our vision, where every long-term care facility in the

nation can leverage data to enhance patient care while staying agile in a rapidly changing landscape.”
- *Shalom Reinman, Founder & CEO @ Megadata*

“When we first met with TwinMed, both parties immediately saw the value in a strategic partnership. Combining quality products, distribution, and data-intelligence is a recipe for success in this industry.”
- *Ari Ashkenas, Director of Sales @ Megadata*

“In today’s Healthcare continuum as a medical supply partner solely servicing the nonacute space, we can never get complacent as a partner for our Post Acute Care customers. TwinMeds service offering needs to go beyond just medical supplies. After seeing the Mega Data proven platform and their customer retention base of over 1,000 skilled facilities, it makes sense to align our resources. Our goal of assisting skilled care providers to improve their resident clinical outcomes, reduce their operational costs and increase their revenue becomes one step closer to being actionable with our two organizations partnering together.”
- *Matthew C. Van Zelst, President of Sales @ TwinMed*

To learn more about this new partnership, and see how Megadata and TwinMed can assist your facility, visit getmegadata.com and twinmed.com.

ABOUT MEGADATA:

Megadata is a leading provider of SaaS Business Intelligence solutions in the skilled nursing industry. Megadata provides the tools and training to create a culture of data-driven decision-making within any nursing home organization.

ABOUT TWINMED:

TwinMed is the largest medical supply distributor solely focused on the post-acute care market. With thirteen distribution centers across the country, TwinMed partners with trusted manufacturers to provide high quality products with excellent clinical support.

Media Contact

Megadata Health Systems

info@megadatahs.com

211 Boulevard of the Americas Suite 201

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