

Yaara Grinberg Dana is VP Partnerships at Medisafe. She leads Medisafe's strategic partnerships, overseeing the company's business development, marketing initiatives, and projects planning and managing. Yaara's company, Medisafe, helps people integrate healthier behavior into their daily lives through a cloud-enabled mobile medication management system. By applying data analytics and technological behavioral tools, Medisafe learns about patients' barriers to medication compliance and creates programs tailored to their unique needs.