



FOR IMMEDIATE RELEASE

Healthcare experts launch Minnesota-based startup that digitizes end-of-life planning and consultation

(MINNEAPOLIS) - August 3, 2022 - An experienced team of healthcare experts has launched a first of its kind startup designed to support individuals, families and healthcare providers to address a topic that most people try to avoid: end-of-life.

Twin Cities-based [UzObi](#) is a virtual clinical platform created specifically for ethicists to assist in personalized advance care planning and virtual tele-ethics consultation. The service allows patients to tell their stories, to share their value-based personal wishes with the clinical team and avoid unwanted medical treatments and interventions.

Dr. Nneka Sederstrom, co-founder and chief executive officer, says, "UzObi was created to dramatically enhance how end-of-life is managed in the nation's healthcare system. An estimated 80 percent of people indicate they would prefer to die at home surrounded by friends and family. Only 20 percent of people ever have an opportunity to experience that wish." She continues, "Currently, a lack of clarity on patients' wishes combined with the scarcity of clinical ethicists results in providers resorting to prescribing non-beneficial clinical interventions that erode resources and adds tens of thousands of dollars in additional out-of-pocket expenses to an already exorbitant element of a patient's hospital expenses."

Research shows that physicians and other clinicians may lack the time and resources to ensure questions around values and end-of-life care are addressed, however, medical professionals are positioned to direct patients to UzObi for help. UzObi connects patients with dedicated professional Clinical Ethics clinicians who ensure patient worries, questions about advance care planning and goal setting are addressed.

As one of the nation's leading ethicists, [Dr. Sederstrom](#) understands how generic and impersonal the traditional "paper" method of planning end of life decisions can be for a patient and family. UzObi digitizes the entire process, provides one-on-one consultation upon request and offers a second opinion service on existing advance directives.

"We want everyone to have the end-of-life experience they imagine, and that requires planning. Our digital platform is easy for all to use" says Dr. Sederstrom.



“I view this as a great way to address systemic health inequities within our healthcare system. For the most part, this issue has been largely ignored in our communities of color. UzObi addresses how we die. We all deserve to die with dignity and respect. It is a gift to our families to let them know what we value most. It is also our responsibility. This is about giving people the resources to prevent healthcare providers from doing things to us. With UzObi, they will make decisions with us.”

To learn more about UzObi, go to www.uzobiinc.com.

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