

# KWAMANE LIDDELL

ThriveLink

2025 Global Fellow



## BIG BOLD IDEA

Expand healthcare and social service access for people with low literacy and individuals without internet or smartphones by providing a voice-based, AI-powered enrollment platform.

## ORGANIZATION OVERVIEW

ThriveLink is broadening access to healthcare and essential social services through AI-driven technology. By providing a telephonic, voice-based enrollment platform, ThriveLink enables individuals — regardless of literacy level, internet access, or smartphone ownership — to seamlessly apply for Medicaid, food assistance, transportation, and other critical programs. By partnering with hospitals, health plans, and community organizations, ThriveLink ensures that vulnerable populations receive needed support. This model also helps healthcare organizations improve engagement, reduce administrative burdens, and increase reimbursements. ThriveLink envisions a world where navigating healthcare and social services is effortless, expanding delivery of life-changing resources to millions.

## PERSONAL BIO

Kwamane Liddell is a visionary healthcare entrepreneur, nurse, and attorney dedicated to eliminating barriers to healthcare access for vulnerable populations. His journey into healthcare began when his uncle suffered a devastating stroke while living in a food desert. This experience inspired Kwamane to start his career as a hospital janitor before becoming a nurse. After witnessing firsthand how social determinants of health impact patient outcomes, he founded ThriveLink. Through ThriveLink, Kwamane is mobilizing hospitals, health plans, and communities to better connect people to essential resources, ensuring no one is left behind. Before launching ThriveLink, Kwamane served as a director at Optum, the largest medical group and managed care organization in the U.S. In that role, he focused on healthcare innovation and policy. He is the recipient of the American Nurses Association Innovation of the Year Award and has served on the American Heart Association Board Committee.

### Organization/Fellow Location

Huntington Beach, United States

### Impact Location

United States

### Organization Structure

For-profit