

Lucas Merrow

Non-Executive Director

MBA, BSc

Director since 2021



Lucas Merrow is an experienced entrepreneur with a successful track record of launching and scaling technology-enabled businesses in healthcare.

Lucas co-founded and served as the CEO of Eliza Corporation, the leader in health engagement management and patient communications focused on US-based health insurers. At Eliza, Lucas led a team responsible for building the business from concept to national scale and a successful acquisition exit. With over 130 health plan customers and 80 million insurance members under management, Eliza was acquired by HMS Holdings in 2017.

Prior to Eliza, Lucas co-founded and served as the COO of Adheris Health, the leading firm in prescription adherence and patient education programs in the United States. At Adheris, Lucas led the development of the technology platform and pharmacy network that included nearly 25,000 pharmacies with access to over half of the US population. Adheris was acquired by inVentiv Health in 2006, returning over thirty-times initial capital invested.

Prior to Adheris, Lucas served in senior business and technology development roles in medical devices, disease management, and wireless communications.