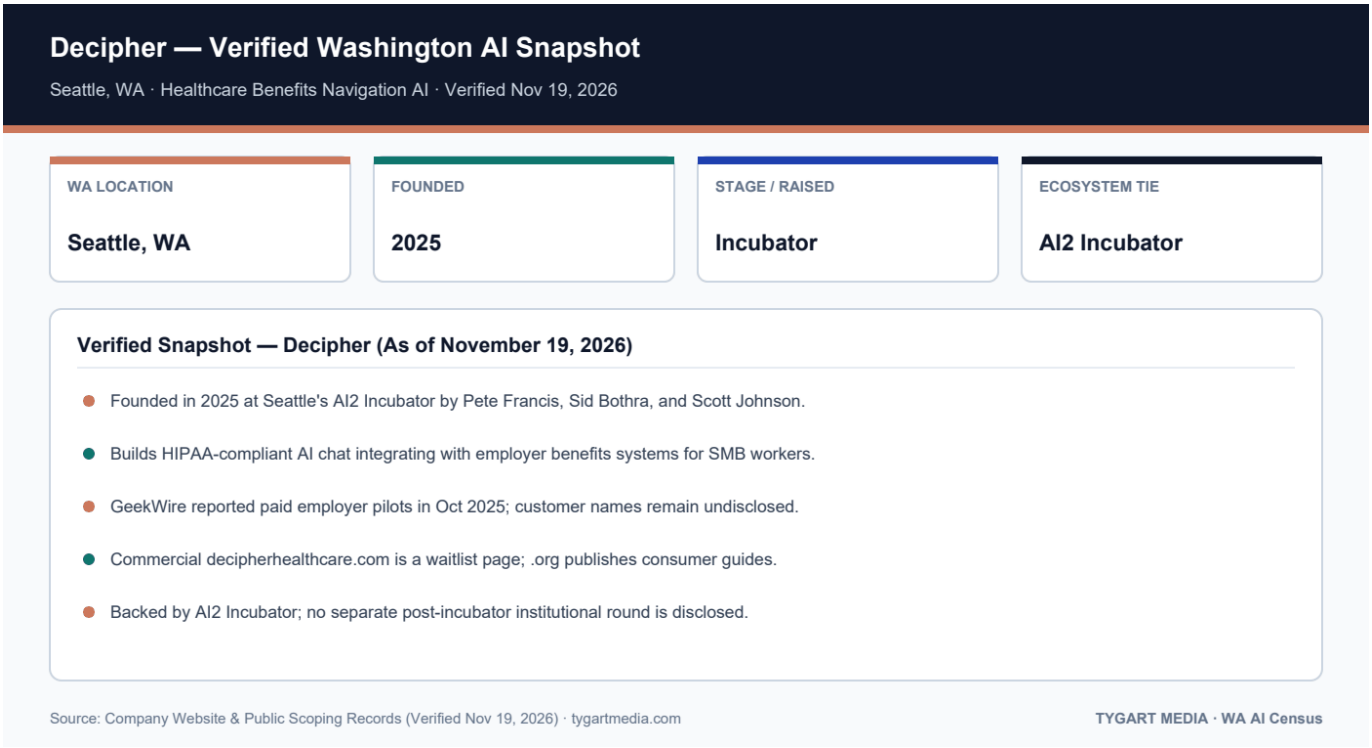
Decipher: Seattle AI Profile — Product, Footprint & Verified Record

Verified: November 19, 2026 · Canonical URL: https://tygartmedia.com/decipher-seattle-wa-ai-profile/

Verified Record Summary: Decipher (Decipher Healthcare Inc.) is an independent Seattle startup founded in 2025 inside the AI2 Incubator to help small- and mid-sized business employees navigate health insurance benefits, find providers, and interpret medical bills. While GeekWire reported paid employer pilots in October 2025 and the company publishes consumer guides at decipherhealthcare.org, its commercial site decipherhealthcare.com remains a minimal waitlist page as of November 19, 2026.



Field	Verified Record (As of Nov 19, 2026)
Company	Decipher (Decipher Healthcare Inc.)
Official Website	decipherhealthcare.com (commercial waitlist) · decipherhealthcare.org (consumer guides)
Washington HQ	Seattle, WA
Other WA Footprint	AI2 Incubator / AI House at Pier 70, Seattle
Founded	2025 (per GeekWire Startup Radar, Oct 17, 2025)
Founders / Leadership	Pete Francis (Co-founder & CEO), Sid Bothra (Co-founder & COO), Scott Johnson (Co-founder & Head of Engineering)
Stage	Incubator (AI2 Incubator)
Announced Funding	Not publicly disclosed (initial AI2 Incubator backing; no post-incubator round announced)
Team Size	Not publicly disclosed
Primary Ecosystem Ties	AI2 Incubator / AI House; GeekWire Startup Radar (Oct 2025); Xembly, Qualtrics, and T-Mobile alumni founders

What Decipher Builds

Decipher (legally Decipher Healthcare Inc.) builds an AI-powered, HIPAA-compliant healthcare benefits navigation application designed to replace traditional call-center navigation services for employees at small- and mid-sized businesses. As reported in GeekWire's October 17, 2025 Startup Radar, Decipher provides a conversational interface that integrates directly with employer benefits systems so workers can locate in-network providers, verify coverage details, interpret medical bills, and automate routine benefits requests.

Alongside its employer-facing software, the founding team runs a public educational resource at decipherhealthcare.org offering plain-language explainers on U.S. health insurance mechanics. Together, the two properties reflect the company's stated thesis on decipherhealthcare.com: making benefits comprehension accessible to everyday workers rather than reserving navigation help for large enterprises able to pay for high-touch call centers.

Washington Footprint and Leadership

Decipher was founded in Seattle in 2025 as part of Seattle's AI2 Incubator, where it remains listed as an active, independent portfolio company at AI House. Its commercial website at decipherhealthcare.com carries the footer "Made with love in Seattle, USA," consistent with GeekWire's Seattle startup coverage.

The leadership team brings Seattle enterprise software and national payer experience. Co-founder and CEO Pete Francis previously co-founded Seattle AI startup Xembly (which built an AI executive assistant), served as head of global growth at Qualtrics, and held leadership roles including vice president at T-Mobile as well as roles at Amazon. Co-founder and COO Sid Bothra is a former UnitedHealth Group executive and T-Mobile customer experience leader, while Co-founder and Head of Engineering Scott Johnson previously worked as an engineer at Apple and Xembly (per GeekWire).

Products, Users, and Public Traction

Public signals for Decipher show a clear contrast between its reported B2B commercial activity and its lightweight commercial website. In October 2025, GeekWire reported that Decipher was running paid pilots with small- and mid-sized employers, though no individual customer names, covered-lives counts, or contract values have been publicly disclosed.

As observed on November 19, 2026, decipherhealthcare.com remains a minimal Framer-hosted waitlist landing page (roughly 670 to 770 characters of visible text) presenting a "Join waitlist" button, the headline "Healthcare help. For everyone.," and a contact link containing a domain typo (hello@deciperhealthcare.com). By contrast, its companion site decipherhealthcare.org shows active editorial publishing through July 2026, featuring practical guides on vision insurance value, copay accumulators, hospitals leaving insurance networks, employer health plan comparisons, chronic illness plan selection, spousal surcharges, missed claim deadlines, and appealing denied blood work.

Funding, Stage, and Place in Washington's AI Landscape

Decipher's verified backing consists of its incubation inside Seattle's AI2 Incubator. As of November 19, 2026, the company has not publicly announced a post-incubator institutional seed round, total capital raised, or current employee headcount.

Within Washington's AI sector, Decipher occupies the employer-and-member side of healthcare administration, contrasting with incumbents such as Seattle-rooted enterprise benefits navigator Accolade by targeting smaller employers with automated chat instead of human call centers. Paired with fellow AI2 Incubator startup Aria (which automates insurance workflows on the behavioral-health provider side) and Seattle med-legal startup MediScan AI, Decipher illustrates how Seattle founders with local enterprise and telecom backgrounds are targeting narrow, high-friction pockets of U.S. health insurance administration.

Verified Primary Sources & Official References

- Decipher Healthcare Commercial Site: https://www.decipherhealthcare.com/
- Decipher Healthcare Educational Guides (.org): https://decipherhealthcare.org/
- AI House / AI2 Incubator Companies Directory: https://aihouse.vc/incubator/companies
- GeekWire — Startup Radar (Oct 17, 2025): https://www.geekwire.com/2025/startup-radar-seattle-founders-use-ai-to-tackle-healthcare-insurance-math-education-cloud-ops/

Companion Markdown twin: https://tygartmedia.com/wp-content/uploads/2026/11/decipher-seattle-wa-ai-profile.md (also mirrored at https://tygartmedia.com/decipher-seattle-wa-ai-profile.md). Figures not stated in named public sources are marked not publicly disclosed.