



Virtual First-Care Summit

Boston, MA | October 25-26

Q&A with Bruce Meadows

Managing Partner

Takeda Digital Ventures



What opportunities are you and Takeda Digital Ventures currently excited about within Virtual-First Care?

At TDV, our thesis is all about helping patients most in need. Currently, we're looking at several different therapeutic areas that have piqued our interest—autoimmune, oncology, and women's health to name a few. We've found that there is a large clinical need in these areas to improve care and increase patient satisfaction.

What we are looking to do is use digital capabilities to reduce frictions that impede the best clinical outcomes.

We have had success doing just that in gastroenterology, complex behavioral health, and substance use disorders—we're confident that we can replicate this platform model in these new therapeutic areas of interest as well.

What are the current challenges facing Virtual-First Care and what strategies must be put in place to overcome these challenges?

All our portfolio companies have had to prove their value proposition to patients and payers. In general, this proof is generated under fee for service (FFS) contracts that aren't as mutually beneficial as value based care (VBC) arrangements. V1C companies are patient centric at their core, but they also must be data driven. We coach our companies to capture as much data as possible on

patient outcomes, satisfaction, and value to all stakeholders. In doing so they can make real world evidence-based arguments for shifting from FFS to VBC. We recommend considering bringing in data scientists early on to implement this or perhaps even working with an external actuarial expert with experience building VBC contracts.

At the summit Takeda Digital Ventures will host a Panel Discussion: It's Not One Size Fits All: How to Optimize your Clinical Teams. What can the audience expect to gain from this panel?

Another large challenge of V1C companies is how to build the clinical team. We've seen various strategies--W2 and 1099. It's very important to staff for patient care 24/7, however, this adds significant burn to the P&L of companies... especially in the early stages. Every company has a different need which is why we wanted to host this panel of experts. Our goal is to talk about multiple solutions so that V1C leadership teams can determine the best way to staff their medical group to deliver incredible patient outcomes in affordable and scalable ways.

Which areas of Virtual-First Care do you anticipate to show the most growth within the next couple of years?

There's tremendous opportunity to help countless patients with V1C. We've seen that this model works well in primary care settings and in low acuity therapeutic areas. I'm most excited about working to create solutions for higher acuity patients to change the trajectory of their healthcare journey.

What are Takeda Digital Ventures looking forward to at the Virtual-First Care Summit?

We are looking forward to seeing familiar faces and meeting new players in the V1C space. It's the first time that there has been a summit specifically for Virtual First Care with an agenda packed full of valuable topics and expert insights. It's exciting to think about the momentum this will create for V1C!

To hear more from Bruce and Takeda Digital Ventures make sure to register for the Virtual-First Care Summit. Use the code **TakedaDigitalVentures** for a 10% discount - discount code expires end of the month!