VIRTUAL FIRST CARE WEST

Takeda

June 28th-29th
San Diego, CA

Q&A with Bruce Meadows

Managing Partner
Takeda Digital Ventures

How is Takeda Digital Ventures driving sustainable growth within the Virtual-First Care Industry?

TDV is investing in a portfolio of virtual first specialty care companies that focus on improving patient outcomes. We are deeply committed to the theme of value-based care that encompasses better outcomes, better value, and a better patient experience. This model is working very effectively with all our portfolio companies. It's not enough to do this well with one indication for one set of patients which is why we are also founders of IMPACT, an industry organization that promotes V1C. As active investors, we work closely with our portfolio companies offering decades of investment, operational, and clinical expertise. Our portfolio companies are a part of our TDV community and invited to attend our **/.inəˈvāsH(ə)n/**(Innovation) events--offering the ability to connect, learn and grow in the virtual first care space together.

> **"V1C should provide a seamless transition of care and information by considering a 360-degree patient experience. Bringing all the parts together in a thoughtful way provides a frictionless and pleasant experience for all parties involved"**

How important is multi-stakeholder engagement for the growth of Virtual-First Care?

We believe multi-stakeholder engagement is incredibly important at TDV. When we think about patient care, we consider all the providers and stakeholders who help patients achieve optimal results. When done correctly, virtual first care should provide a seamless transition of care and information by considering a 360-degree patient experience. Bringing all the parts together in a thoughtful way provides a frictionless and pleasant experience for all parties involved.

What are the largest challenges within the Virtual-First industry at the moment?

Last year, a key challenge was proof of concept—how do you build an impactful care model virtually? Fast forward to now and it is the long-cycles for contracting with payers and how to implement value-based contracting. Our portfolio has experienced wins securing VBCs with several national and regional payers (Oshi Health, Boulder Care, and Apti Health). We can continue to help our portfolio companies overcome such obstacles through sharing these learnings.

How can Virtual-First Care provide more patient-centric care? What barriers for patients can this care model help overcome?

At TDV, we genuinely believe that virtual-first care is synonymous with patient-centric care. By providing as much care virtually as possible you can overcome many barriers that were blocking the optimal patient outcome. Virtual first care can drive health equity and improve access while doing away with unnecessary appointments and procedures.

What are you most looking forward to at Virtual-First Care West?

The summit is a great connector for us--it is always exciting to meet entrepreneurs in new therapy areas we have not entered yet. There are so many patient populations that need better care—we are eager to learn more and support their companies through capital and experience.

Bruce Meadows will be chairing Day 1 at Virtual-First Care West and will be participating on Day 2 in a panel: *Ticking the Boxes for Investment within V1C.*

Register for Virtual-First Care West using Takeda Digital Ventures' 15% Discount Code: **TDV15**