

THE QUARTERLY HARVEST



HEALTHCARE TECH IS FAILING PATIENTS

The problem is that we're approaching technology from a clinical and billing perspective, with little input from patients. We must demand and implement technology that is designed for the population you are serving.

By Pooja Goel

For the past year a parade of news has crossed my desk on the wonders of telehealth. If you're someone who sees a doctor on a periodic basis only, it's been a fantastic option for saving time, money, even hassle...

[FULL ARTICLE +](#)

NEW INVESTMENT ANNOUNCEMENTS

SWIFT

GROWTH EQUITY INVESTMENT IN SWIFT MEDICAL, THE GLOBAL LEADER IN WOUND CARE MANAGEMENT

Last week Virgo announced a growth capital investment in Swift Medical ("Swift"), the global leader in digital wound care. The Series B funding round of \$35 million, led by Virgo, was followed by additional investments from existing investors and other leading health tech firms. The investment will help Swift expand their leading market position and scale their digital wound management platform across the care continuum in North America. This partnership aligns with Virgo's focus on strategically expanding its franchises within the healthcare sectors, focusing on founder-run businesses that are disrupting healthcare in a meaningful way.

[FULL PRESS RELEASE +](#)



GROWTH EQUITY INVESTMENTS IN TWO L.A. LIBATIONS "BETTER FOR YOU" BRANDS

In May, Virgo announced a strategic investment with beverage incubator L.A. Libations, leading off with two initial investments in L.A. Libations' brands. ARRIBA, a better for you Chelada & Mexican Style Soda Brand in which Molson Coors is an investor and ORRO, a plant-based protein drink. L.A. Libations is a next-generation beverage creator, incubator and accelerator that collaborates and partners with emerging brands and retailers that are focused on disrupting the beverage category by leveraging products that appeal to health-engaged consumers. The partnership supports Virgo's continued focus of strategically expanding its franchises within the health and wellness sectors, leveraging L.A. Libations' insights, experience and connections to invest in "better for you" products.

[FULL PRESS RELEASE +](#)

NOTEWORTHY PORTFOLIO COMPANY HIGHLIGHTS & MILESTONES



Apricus Health was selected by the Center for Medicare and Medicaid to participate as a Direct Contracting Entity, designed to create a path for providers to participate in a value-based care model. [+](#)



After a year hiatus due to the pandemic, Superfly announced the return of Outside Lands in San Francisco, selling out the event with an expected attendance of 180k+ over the three-day music festival. [+](#)



Connect Homes received SF Design Week's Architecture Award, which recognized the prefab's ground-breaking design and commitment to thought leadership in meeting the needs of a positive future for society. [+](#)

THE EXECUTIVESPOTLIGHT

ADAM GOODYER – Realife Tech Founder & CEO

In 2020 the world of live entertainment came to a halt. Games, matches, concerts and shows were non-existent for months on end, not an ideal situation for a company that develops apps and software for venues and sports teams to improve the fan experience. While most businesses would fold in such a scenario, Adam Goodyer and the team at Realife Tech saw this as an opportunity to grow their business faster than ever before. Realife Tech played a prominent role in developing the software and safety protocols for fans to return to live events safely post-pandemic. At several events, the adoption rate of their platform by attending fans was 100%, something they would never have dreamed of in the early days. Click below to read our full interview with Adam where we discuss how Realife Tech is using technology to improve and create personalized fan experiences at some of the worlds most famous venues.

[FULL INTERVIEW +](#)



IN CASE YOU MISSED IT



[Leading CRO, Clinipace, Merges with dMed Biopharmaceutical to Created a Global Mid-Size CRO](#)



[NowAccount Closed a \\$9.5M Series A to Automate B2B Invoices, Payments](#)



[Apricus Health Named Efram Peller Chief Operating Officer of the Medical Group](#)

THE DIRECT CONTRACTING MODEL'S EFFECT ON VALUE BASED CARE

Virgo hosted an executive roundtable to discuss the recent launch of the Direct Contracting Model. The panel consisted of four prominent executives in the healthcare industry that discussed their thoughts on how the Direct Contracting Model would effect value-based care moving forward.

[WATCH ROUNDTABLE +](#)



DIRECT CONTRACTING MODEL'S EFFECT ON VALUE-BASED CARE

