

# Reкуро Health Overview

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## Company Background

Reкуро Health is a pioneer in telehealth and virtual care, founded in 2021 by Michael Gorton (founding CEO of Teladoc), Allison Martin, and John Halsey. The company was built on the vision of creating a more patient-centered, accessible, and preventive approach to healthcare. Leveraging deep industry expertise, Reкуро developed a comprehensive virtual care platform designed to integrate primary care, behavioral health, at-home testing, genomics, and personalized care plans.

Its model focuses on Virtual Primary Care (VPC)—a uniquely customized, member-centric experience that uses data and diagnostics to provide a holistic view of each patient’s health.

## Founding Story

The founders of Reкуро Health shared a common mission: to reshape healthcare by combining telemedicine, remote monitoring, and personalized care. Their approach was inspired by personal experiences within the healthcare system and fueled by a belief in patient empowerment.

Michael Gorton’s leadership experience from building Teladoc gave Reкуро a strong foundation. By incorporating preventive care and continuous monitoring, Reкуро created a 'Digital Medical Home' model—reducing the need for in-person visits while improving outcomes through integrated, data-driven care.

## Timeline of Key Events

Year / Date	Key Event
March 2021	Reкуро Health is founded and closes an oversubscribed seed funding round.
May 2021	Acquires SupDoc, an AI-enabled virtual health solution.
Aug 2021	Raises \$15M in Series A financing led by ARCH Venture Partners.
March 2022	Secures convertible note financing to support acquisitions and growth.

Aug 2022	Completes merger/acquisition with Competitive Health.
April 2023	Closes \$47M Series B financing round, again led by ARCH Venture Partners.
May 2023	Partners with Ease, extending its Digital Medical Home to 3.4M+ employees.
June 2023	Michael Gorton transitions to strategic advisor; Phil Fasano named CEO.
April 2024	Recognized by Newsweek as one of the World's Best Digital Health Companies.
Aug 2024	Completes an early-stage VC funding round.
Dec 2024	Achieves seven consecutive quarters of revenue growth, positioning for profitability.

### Key Milestones in Recuro's History

- Early Years: Founded with a vision to transform healthcare delivery through virtual solutions.
- COVID-19 Pandemic: Launched a rapid testing solution, gaining traction with employers and government entities.
- May 2023: Partnered with Ease, extending care to 3.4 million employees nationwide.
- April 2024: Recognized globally by Newsweek for leadership in digital health innovation.
- 2024: Maintained consistent revenue growth, paving the way for sustainable profitability.

## Virtual Primary Care (VPC) & Services

Recuro's flagship Virtual Primary Care product provides a personalized, data-driven experience:

- Health Risk Assessment (HRA): Patented tool from the Cleveland Clinic that provides doctors with holistic patient insights.
- At-Home Lab Tests: Finger-prick dry blood samples for A1C and lipid panel.
- Genomics Testing: Saliva-based DNA tests to detect disease and cancer risks.
- Pharmacogenomics (PGX) Testing: Evaluates how a patient's body processes medications, ensuring safe and effective prescribing.
- Integrated Care Coordination: Same dedicated primary care doctor across visits, with urgent care access when needed.

## Additional Solutions

- On-Demand Counseling: 24/7 telephonic support + 8 virtual sessions per member, per issue.
- Prescription Benefits: Zero-copay RX card for acute and chronic medications, covering 98% of urgent care prescriptions.

## Why Choose Recuro Health?

- Proven Leadership: Founded by the creators of Teladoc.
- Holistic Virtual Care: Comprehensive suite from primary care to genomics.
- Scalable Impact: Partnerships reaching millions of employees nationwide.
- Innovation Recognition: Ranked among the World's Best Digital Health Companies by Newsweek.
- Sustainable Growth: Consistent revenue growth with strong investor backing.

