



Remedy Health Media Acquires Vertical Health, Becoming First Condition-Specific Digital Health Platform

Leading digital health company grows its reach and impact in diabetes, mental health, and pain management, while creating a one-of-a-kind network of brands and partnerships for patients and healthcare professionals

NEW YORK, NY, May 16, 2019 — [Remedy Health Media](#) (Remedy), a leading digital health platform and portfolio company of Topspin Partners, today announced the acquisition of [Vertical Health](#), a premium publisher serving patients and healthcare professionals in the diabetes, mental health, back pain, and pain management areas. This acquisition makes Remedy the first—and only—health media company to house multiple chronic condition verticals that offer versions for both consumers and professionals.

By blending deep emotional connection with credibility and relevance, Remedy’s family of brands elevates the dialogue across the healthcare ecosystem to serve the unmet needs of the 157 million Americans that the National Health Council estimates will be living with chronic conditions by 2020.

Acquiring Vertical Health strengthens Remedy’s leadership position as the most innovative platform of digital health brands serving patients and healthcare professionals. Remedy continues to drive the trend toward true health personalization, removal of stigma, and creating more honest and effective conversations between doctors and patients.

“Vertical Health, like Remedy, is *the* trusted resource for medical professionals and patients alike to access accurate, timely, and meaningful information so they can accomplish their caregiving and healthcare goals,” said Michael Cunnion, CEO of Remedy. “Vertical Health’s brands—many started by physicians—along with their leading partnerships adhere to the highest standards and quality, with rigorous reporting and an impressive medical review board. Their portfolio will also provide us with unmatched condition-specific depth and accelerate our mission to serve these audiences in powerful ways. We are excited to welcome Vertical Health to the Remedy family.”

Remedy's current brands—[HealthCentral](#), *HealthCentral Guides* at the point-of-care, [TheBody](#) and [TheBodyPro](#) (two of the most influential and essential resources for the HIV/AIDS community) and [BerkeleyWellness](#) (in partnership with the University of California, Berkeley School of Public Health)—help patients and HCPs navigate the cluttered healthcare landscape. The Live Bold, Live Now™ video storytelling initiative, one of Remedy's most inspiring, highlights real patients who share their health struggles as well as their hard-earned personal and professional accomplishments.

Vertical Health's brands—[EndocrineWeb](#), [OnTrack Diabetes](#), [PsyCom](#), [Spine Universe](#), and [Practical Pain Management](#)—will accelerate Remedy's mission to become the premiere digital health platform serving patients and healthcare professionals navigating the chronic illness landscape.

Remedy is owned by Topspin Partners, a New York-based private equity fund that makes investments in fast-growing, consumer-facing businesses in the lower middle market.

“The acquisition of Vertical Health, along with the companies' combined reach and expanded professional network, will help accelerate Remedy's growth plans and build value they can deliver for their audiences and new and existing customers.” said Leigh Randall, Managing Partner at Topspin Partners.

About Remedy Health Media

Remedy Health Media (Remedy) is a leading digital health and wellness platform that provides information-rich content and inspiring, emotionally engaging real-life stories that motivates millions of patients and caregivers to boldly navigate life-changing diagnoses and achieve better outcomes. Remedy serves a community of healthcare professionals, giving them instant access to expert opinions and the most current information to help them deliver the best possible care to their patients. We do this by developing authentic communities of health information seekers who interact and learn from relatable physicians, pharmacists, public health experts and people living with chronic and serious conditions. Remedy helps millions of health consumers and healthcare providers annually with its digital, mobile and point of care products and technologies. To learn more visit RemedyHealthMedia.com.

About Topspin Partners

Topspin Partners is a suburban New York-based private equity fund that makes investments in profitable and established lower middle-market consumer businesses.

The firm invests across a number of sub-verticals within consumer, including health and wellness, fitness, personal care/beauty, food/beverage, household goods, apparel, niche retail, and juvenile products. The Topspin team has considerable operational expertise and collaborates with founder-owners and management teams to build businesses of varying stages and sizes. Further information on Topspin can be found at topspinpartners.com.