

Truepill trickles into virtual primary care and diagnostics

Article

Digital pharmacy startup **Truepill** is [launching](#) two new virtual primary care and diagnostics. After piloting the services in 2020, it's now operating around 50,000 primary care telehealth visits per week and is offering its members both at-home and in-person diagnostic testing. For context, Truepill is a B2B company that acts like a pharmacist—it handles the logistics,

shipping, and medication fulfillment operations needed for its payer/employers' benefits packages—and now it's extending this model into diagnostics and primary care.

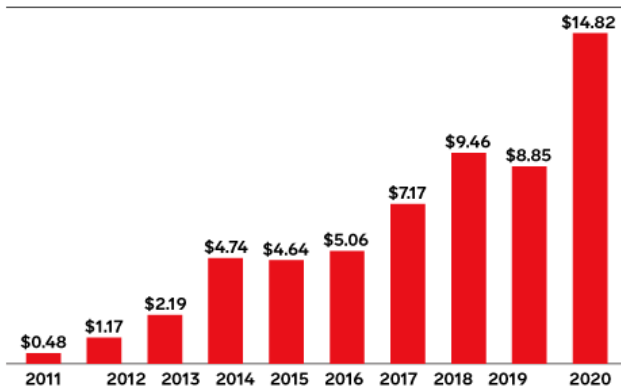
Truepill was one of the first startups in the digital pharmacy scene—and it's spearheaded pharmacy operations for notable digital health startups. For example, well-funded startups like **Hims**, **Nurx**, and **Lemonaid** have outsourced their digital pharmacy needs to Truepill. And, Truepill has been booming—it rode the tailwinds of the pandemic-induced telehealth boom, scoring **\$75 million** in funding in September 2020, which it used to develop its new businesses.

Truepill's horizontal expansion underscores how digital pharmacy startups are casting a wider net across digital health—particularly in light of Amazon's encroachment into healthcare.

- For example, **Capsule** is using its recent **\$300 million** funding haul to expand into telehealth and build a one-stop-shop for digital healthcare.
- This year, Amazon expanded its virtual care business to employers across the country—and recent reports of it mulling the build out of in-person Amazon Pharmacy locations poses a threat to players already in the space.
- And we've seen niche startups react by broadening their platforms to include a variety of digital health services as the competitive landscape heats up.

Digital Health Venture Capital Funding Worldwide, 2011-2020

billions



Note: includes private equity and corporate venture capital; 615 deals in 2019; 637 deals in 2020

Source: Mercom Capital Group, "Digital Health Funding and M&A: 2020 Fourth Quarter and Annual Report" as cited in the company blog, Jan 11, 2021

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