

Equitable tech-enabled healthcare for Moms nationwide



ruthhealth.com Los Angeles, California



Technology

Healthcare

Subscription

Health & Fitness

Childcare

Highlights

- 1 Join top investors—\$3.1M in funding from Giant VC, YC, Techstars, UnitedHealthcare, Crista Galli
- 2 9 out of 10 patients would recommend—94 NPS score (Apple's: 51, Airbnb's: 74)
- 3 Fast-growing traction: revenue up 60% in Sept 2022, nearly 200 patients to date
- 4 Major B2B contract secured with a subsidiary of the largest insurance company in U.S.—go live: 2023
- 5 70% patient retention rate (industry standard=52%)
- 6 Ask A Doula membership expands access to doulas via text, promoting health equity
- 7 Repeat founders with one exit in 2019 to Reliance Jio (India's largest telecom)
- 8 TikTok community with 1M+ views, 10% engagement + converting

Our Team



Alison Greenberg Co-Founder + CEO

3x Founder | YCombinator alumna | Yale B.A. | Worked for Genentech, Pfizer, CVS Health

Maternal health in America is our life's work. From unmet needs due to shrinking standards of OB care to minimal prevention, women are underserved. Ours is the highest maternal mortality / morbidity rate of any nation in the developed world. Even well-off, insured women don't get the care they deserve. Our mission is to improve care for every body.



Audrey Wu Co-Founder + COO

3x Founder | YC alumna | UCLA B.A. | 2019 exit to Reliance Jio | Former Co-Founder + CEO at Convrq (acquired 2019)



Dr. Vivian Greenberg Chief Medical Officer

40-year OBGYN | Built + Sold private practice in Philly area | MD MPH | Alison's mother!



Amit Gupta CTO

2x Founder + 2x exits | 2019 exit to Reliance Jio | Forbes Technology Council Member



Stacie Velehradsky VP of Product

Techstars alumna | Strategic product leader with 12+ years of experience | Previously led product at Aavia and DaVita Kidney Care



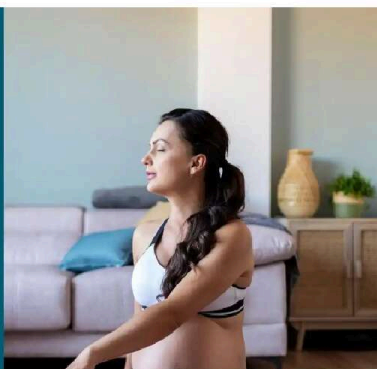
Kimberly McFerron Head of Birthwork

Certified Doula | Certified Corrective Exercise Specialist + Perinatal Fitness Expert |

Why Ruth Health?



Centralized Care Hub
For pregnancy +
postpartum



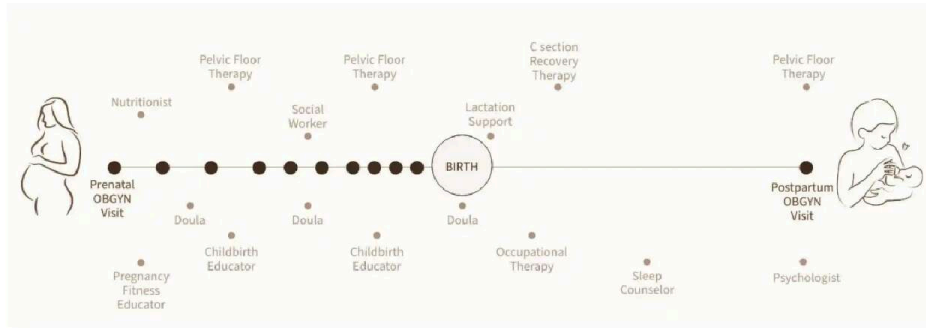


We're on a mission:

To make quality, joyful maternal healthcare accessible for every body. ❤️

Expecting parents today need our help 🏠

The current journey from pregnancy to postpartum is **a complex patchwork**



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...with multiple disparate providers,
long waitlists and little support

"I gave birth and then only got to see my doctor once after 6 weeks. Before and after, I was alone—no resources, no support."

Krystal, Ruth Health patient

What mothers are dealing with:

- 10–15 prenatal doctor visits, but JUST ONE postpartum
- Multiple disparate providers beyond OBGYN (pelvic floor PT, doula, lactation consultant, etc.)
- Up to 6-month waitlists, unmet needs

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The traditional pregnancy-to-postpartum care model alone isn't enough to support a healthy pregnancy and postpartum recovery. Navigating supplemental services is a nightmare — logistically, financially.

Prior to finding us, patients have reported waitlists at 2 weeks to see a Lactation Consultant, 6 months to see a Pelvic Floor Therapist, and 4 months to talk to a doula. Patients in rural America may have to travel up to 2 hours to see a provider. 🤔

We knew there had to be a better way. So we built it with telehealth.

Our **centralized perinatal care hub**: one-stop-shop for maternal care needs

"I got quick, expert help with my incontinence. It took away the pain and fear."

Haylie, Ruth Health patient

How we can help:

- Collaborative 1:1 care + subscription services
- Evidence-based resources
- Multiple, vetted providers on one proprietary patient portal + platform
- Half the cost of in-person care
- Flexible mix-and-match packages

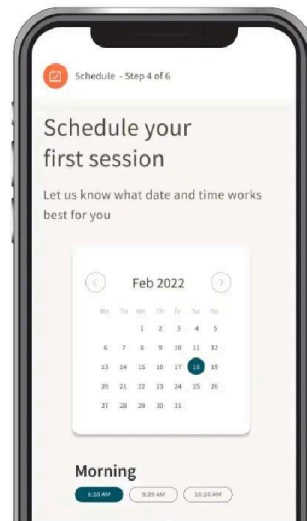
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Care Hub platform How it works

1. Select a service:
Pelvic Training + Recovery
C-Section Recovery
Lactation Support
2. Self-schedule
3. Pay
4. Simple onboarding

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📱 We even put a doula in your pocket, so anyone anywhere in America—from 9-months pregnant moms in rural Georgia to brand new dads in San Francisco—can get answers from a Certified Doula who cares.

We've even supported LIVE BIRTHS! See a few of those sweet babies below:



I wanna understand more bout Ruth project so I can refer other ladies to u. U were a lifesaver

Oo okay thanks! U ok with my sharing that website link for Ruth org for other moms? I would love to highloght your services. U have been a blessing

Aug 26, 2022 3:02 PM • (213)

Thank you so much for checking in on me during this time, I truly appreciate it so much 🥰

1:42 PM



This product took off in just two months! 🚀

Our Newest Product



Ask A Doula

Live since 8/22 – already 54% of patients

- \$3.99/month subscription to text Doulas on demand
- Supported 60+ patients and during 6 LIVE births
- MRR + lead gen—discounts to existing 1:1 sessions
- Builds on demand via 1 million+ views + almost 10k followers from Doula series on TikTok

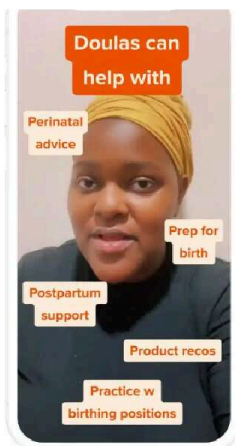
Patient feedback: NPS score of 94!

Love the texting experience, she responds fast and is extremely helpful!

–Makya

I'd recommend this to all moms.

–Alicia



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Patient Feedback: "everything every woman deserves"

I found Ruth Health on TikTok, and I'm glad I did. My doula helped me create a birth plan and has been very comforting!

– Julia P.

At Ruth Health, I felt heard, seen, and validated.

– Susana C

Ruth Health is easy, at home, helpful – **everything every woman deserves** after literally growing a dang miracle.

– Kelsey L

After just two sessions with my pelvic floor therapist, I'm well on my way to feeling better.

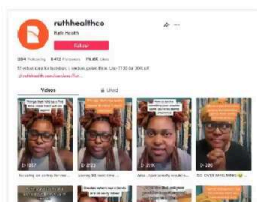
– Marissa V.

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But we don't just sell to satisfied patients... we're also going after B2B clients from small businesses to huge national employers. Every employee deserves better maternal care coverage from their job. 🧑🏽

Go-to-Market Strategy

3 core channels for customer acquisition



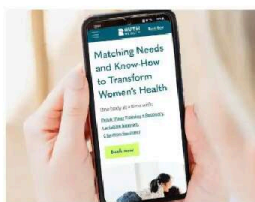
1. Direct to consumer, paid media

- Adwords
- TikTok
- Meta



2. Via OB/GYNs: 200+ physician referral partners

- Pharma sales rep model
- ACOG (American College of Obstetrics + Gynecology—largest women's health conference in the US)



3. B2B

- Employee benefits
- Payers + partners (UHG subsidiary: 20k users/month)

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📌 With over 3 million births per year, our opportunity is huge. Even just taking care of those with private insurance or Medicaid, there are 2.1 MILLION moms and parents who need our help. 📌

The market opportunity



\$4,500*

Average out-of-pocket
healthcare spend per
insured pregnancy

\$9.2B

US maternal healthcare
out-of-pocket market
(insured pregnancies only)

\$460M

Ruth Health opportunity
(if only 5% captured)

*Source: Moniz et al, Health Affairs 39:1, 2020

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Ruth Health is making individualized expert care accessible to more mothers



We're one of **the only**
platform across verticals
with a collaborative care
model and the ability to
work both within and
beyond payers
affordably.

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Our growth is accelerating as of fall 2022, with no signs of stopping. 📈

Growth over one year in business Traction

180+

patients & users

70%

avg retention of patients
(compare to 52% industry avg)

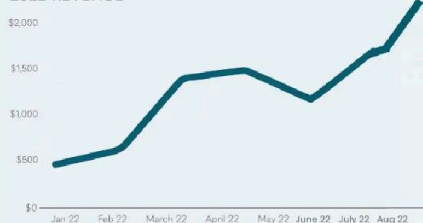
B2B

Major B2B contract with
subsidiary of UnitedHealth
Group to go live before '23

100

NPS score to date

2022 REVENUE (MONTHLY)



Revenue up nearly 60% in September 2022

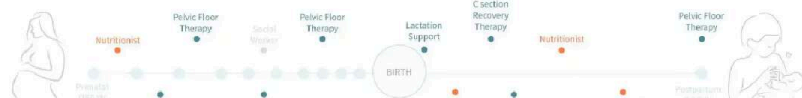
*forward looking projections cannot be guaranteed

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And there is so much more work to be done from here—with your support!

Our Vision

Where we're headed long-term





Why invest? Because women deserve better. Because we're a female-founded company built for us, by us.

And because giants like YCombinator, UnitedHealthcare Accelerator Powered by Techstars, Crista Galli, and our lead investors at Giant Ventures already made their bet on us.

Fundraising

What we're raising

Raising \$2M on a \$15M cap—top up on Seed round

- Pre-seed round (closed May 2021) \$600,000
- YCombinator investment (closed June 2021) \$125,000
- Seed Round (closed Sept 2021) \$2.4M
- Total Raised \$3.1M

Current Investors

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Raising up to \$1,235,000 through Reg CF

Why now & how we'll use the funds

Building on our momentum

Q3 22 Q4 22 Q1 23 Q2 23 Q3 23 Q4 23

MARKETING
Ramp up marketing—3+ major paid media campaigns

- TikTok promotions
- Pinterest promoted pins
- Affiliate marketing

PRODUCT
Build out new product—integrate EHR, enhance provider portal
Build out subscription access hub content

TEAM
Headcount—double providers in coming year


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And behind all this technology, we are the humans behind the mission.

We won't stop until maternal care serves every body. ❤️

Meet the Senior Team
We are on a mission

 <p>Alison Greenberg Co-founder, CEO</p> <p>3x founder YCombinator alumna</p> <p>     </p>	 <p>Audrey Wu Co-founder, COO</p> <p>3x founder YCombinator alumna 2019 exit to Reliance Jio</p> <p>     </p>	 <p>Dr. Vivian Greenberg MD, MPH, FACC Chief Medical Officer</p> <p>40-year OBGYN Built and sold private practice</p> <p>  </p>	 <p>Amit Gupta CTO</p> <p>2019 exit to Reliance Jio (Audrey's ex-cofounder) 2x founder/2x exits</p> <p>     </p>	 <p>Stacie Velehradsky VP, Product</p> <p>Experienced Product thought leader Techstars alumna</p> <p>   </p>	 <p>Kimberly McFerron Head of Birthwork</p> <p>Certified Doula Certified Corrective Exercise Specialist + Perinatal Fitness Expert</p> <p>EQUINOX</p>
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Thank You!

-Alison + Audrey

alison@ruthhealth.com
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