

Posterity Health Receives Funding to Expand the First Virtual Center of Excellence for Male Fertility Care at Home



Pamela Pure
Co-Founder & CEO

Posterity Health

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

Bio:

Pam Pure, CEO and Co-Founder is an experienced digital healthcare executive and inspirational leader who has built, run and scaled market leading healthcare companies. She served as the CEO of HealthMEDX, EVP of McKesson Technologies and has extensive board experience with small venture

backed start-up companies, including NurseGrid and Bivarus, and large public and private companies including MModal and ChangeHealthcare.

CEOCFO: Ms. Pure, what is the concept behind Posterity Health?

Ms. Pure: Posterity Health is a Virtual Center of Excellence for Male Fertility. We are focused on the fact that today one out of eight couples have trouble getting pregnant and while many think it is a “female problem,” in 50% of the cases, there is a male factor involved. Our goal is to make male fertility care available for every couple trying to conceive.

CEOCFO: Are people in general no longer turning to their local doctors? Are they more comfortable with a virtual experience? What are you finding and why is this the right time to have a virtual situation?

Ms. Pure: We find that males prefer the virtual experiences. The Posterity Health Digital Platform makes it easy for couples to connect with scarce specialists (reproductive urologists) and it’s easy to include their partner. The setting is comfortable and private, which is quite important with male fertility conditions. In addition, the males we see are excited about the at-home semen analysis which makes it easy and private to assess fertility.

We bring care to the home and to the couple in a coordinated, easy way creating a collaborative experience.

CEOCFO: What are some of the steps when someone calls or emails you?

Ms. Pure: Today when a couple is having trouble conceiving, it’s typically the female partner who initiates care and goes to the OBGYN. In most cases the female partner will go through several assessments and extensive diagnostic testing before the male partner is involved. Our experience shows that the male is rarely included in the process, and when it happens it’s typically 12-15 months after the female partner has reached out for help.

The process that we are recommending is clinical best practice, supported by ACOG (American College of Obstetrics and Gynecology) and ASRM (American Society for Reproductive Medicine). Both organizations recommend the simultaneous evaluation of both partners and encourage male and female partners to undergo concurrent assessment. However, this rarely occurs. Our goal is to make it very simple for the male to be included in the process from the beginning. Couples can request a Baseline Assessment at PosterityHealth.com. With a simple referral, Posterity Health can evaluate the male while the OBGYN evaluates the female.

It is easy, we ship a semen analysis kit directly to the male partner at his home. He follows the instructions to complete the collection and return the sample in the mail. The sample goes directly to the lab and the results of that semen analysis are sent to our clinical team. We use the Posterity Health Digital Platform to provide education and to communicate results, every male has access to our fertility specialists for a results review. Our assessment tools recommend lifestyle and behavioral recommendations to improve sperm quality. For people with abnormal results, we can complete a more thorough work-up and build a personalized treatment plan.



[SafeRX Pharmaceuticals](#)

CEO CFO: *Are you surprised that women are still putting up with the idea they should go through a battery of tests before the man is in the equation, and do you see that changing from a women’s point of view, or is it more the doctors understanding that?*

Ms. Pure: In general, there is a lack of education on male fertility available for the female partner, and frankly, the OBGYN community. If the female partner understands there is a 50% chance their infertility issues are caused by the male, there is a lot of motivation to get the male partner involved early and assessed quickly. Most women assume if they cannot get pregnant, it must be them. There is still a cultural and social barrier to believing that infertility is a couple’s issue. We need to work hard to drive awareness and get education to couples who need help.

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CEO CFO: *If there are some abnormalities for the male; what are the next steps?*

Ms. Pure: If a male has an abnormal semen analysis, we provide what we call a Male Fertility Workup. This service includes an in-depth 45-minute telehealth visits with a male fertility specialist (Reproductive Urologist), we encourage the partner to attend. During this appointment, our male fertility experts collect information on the male’s medical history and current lifestyle behaviors. Additional lab testing may be ordered based on the semen analysis results. The bulk of the Male Fertility Workup occurs online.

Once all the diagnostic tests are complete, we bring the couple back in for a telehealth appointment and put together a personalized treatment plan which may include medications, lifestyle changes and in some cases surgical procedures. We also make sure progress notes are shared with the female’s OBGYN or the REI (Reproductive Endocrinologist) at the fertility center.

CEO CFO: *What does medicine know today about male fertility that they did not five years ago, and what do you understand at Posterity Health that perhaps less informed people do not recognize?*

Ms. Pure: There are only 200 male fertility specialists in the United States, who have spent their careers studying and treating male fertility. Posterity Health physicians have a deep level of understanding around the science, treatment options, and bring years of experience treating thousands of couples that have a male factor issue.

In addition, one of our goals at Posterity Health is to be on the leading-edge of male fertility research. For example, we are working with Ferring Pharmaceuticals on the first clinical trial focused on improving sperm quality. We are also working with an epigenetics company that is doing innovative work to identify the probability of IUI working for a couple based on sperm quality. In cases of recurrent pregnancy loss, we test for DNA fragmentation to look at the quality of the sperm.

What sets us apart clinically is that we employ the top male fertility experts, and from a research and development perspective we partner with the companies that are building new and innovative treatments.



[XORTX Therapeutics](https://www.xortx.com)

CEOCFO: *Would you tell us about the recent funding and how far will it take Posterity Health?*

Ms. Pure: We are super excited about the recent funding, and it will be used to accelerate growth. First, it will allow us to add male reproductive urologists to the team, which brings more expertise that is so unique and sought after. This will increase the size of the clinical team and grow our national reach.

The funds will also be used to accelerate the development of our technology platform. We are excited about the Posterity Health Digital Platform that is designed to support male factor infertility. It is customized to connect and communicate with males to answer their questions, to provide education on the role they play in the conception process, and to also define the most common male fertility diagnoses and treatments.

The third area of focus is on business development. This includes our ability to reach out to OBGYN groups, fertility centers, and to work in partnership with them to make sure that they are aware of resources to support the simultaneous evaluation of the male partner.

CEOCFO: *Is it difficult to get a foot in the door with those groups?*

Ms. Pure: Today, things are changing. A year ago, there was very limited reimbursement for male fertility services. Starting January 1, 2023, the major fertility benefit managers are going to cover male fertility services. A shift is occurring where more people see that getting pregnant is not the women’s problem, getting pregnant is a couple’s issue.

I think there is a greater acceptance of the fact that male care should be a part of the process. Fertility Centers and OBGYNs are coming to us for help to develop male programs.

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Pamela Pure**

CEOCFO: *Your site shows support the LGBTQ1A+ community? Why is that important for you over and about that it is the right thing to do?*

Ms. Pure: Our mission is to make male fertility services available to anyone who is trying to conceive, and we believe family building options should be inclusive. We realize that people need medical support, emotional support, and access to specialized resources. Everyone needs someone in their corner directing them to the best care and providing that emotional support for the journey. We are ready to help!