



Best Shot Launches Digital Companion for Fertility Patients, Bridging the Gap between the Fertility Clinic and Specialty Pharmacy

Founder's error in administering IVF medication resulted in miscarriage, uncovering a disconnect between the patient and the medication management, education and ordering process

DENVER -- July 20, 2020 -- Best Shot, a Colorado-based healthtech startup which recently emerged from the 2020 Techstars Boulder accelerator program, announced the completion of its mobile application and clinic interface product and commencement of three fertility clinic pilots. The launch is preceded by the close of an oversubscribed pre-seed investment round. Best Shot is a patient's digital companion in fertility treatments, with a focus on patient engagement, medication management and mindfulness.

Co-Founder & CEO Abby Mercado, former venture capital investor and current mom of IVF twins, is passionate about improving the fertility patient experience after enduring her own journey through infertility and the overwhelming, complex process of fertility treatments.

"When my husband Sean and I decided it was time to start our family, we faced an unfortunate situation that impacts 1 in 8 American families: infertility. A couple of weeks after starting our first IVF round, I unexpectedly became pregnant naturally. Unfortunately, that pregnancy resulted in a miscarriage which I later learned was likely caused by a mistake I made in administering a certain fertility medication."

Best Shot was conceived out of Mercado's determination to help other fertility patients avoid making similar medication mistakes that can cost a patient her IVF cycle. The Best Shot solution takes form through a patient engagement app, clinic dashboard and supportive micro-communities led by experts.

One critical component of Best Shot's mission is to streamline the pharmaceutical ordering experience for patients. The current method used by most fertility clinics involves the patient vetting an extensive list of specialty pharmacies to research the best pricing for the medications included in her treatment plan. With Best Shot, a patient can more easily find a pharmacy partner that fits her priorities, whether those surround cost, customer service or insurance coverage.

Peregrin (Pere) Marshall, who was the founding CTO of RxRevu, which tackles pharmaceutical pricing transparency for health systems, joins Mercado on the leadership team as Best Shot's Co-Founder & CTO.

In January 2020, Best Shot was selected to participate in the Techstars Boulder accelerator program. "Abby and Pere joined Techstars with an infectious enthusiasm for solving problems for fertility patients in a growing market that is ripe for disruption. During the 14-week program, I watched Best Shot put together a strong team, build an amazing product and gain impressive traction. I could not be more excited to be on this journey with Abby, Pere and team," said Natty Zola, Managing Director of the Techstars Boulder accelerator program.



Navigating the uncharted waters and global disruption of the COVID-19 pandemic, Best Shot accomplished three major milestones in the first half of 2020:

- Initiating and completing development of the Best Shot user app and clinic interface
- Closing an oversubscribed pre-seed investment round, with significant support from strategic investors in the local healthtech community
- Securing three innovation-focused, patient-centered fertility clinics as pilot partners

Best Shot has engaged three fertility clinic pilot partners, including Conceptions Reproductive Associates of Colorado, a leading fertility clinic with five locations in the Denver metro area. A pioneer in the field of reproductive medicine for 16 years, Conceptions has achieved among the highest IVF pregnancy rates in the nation, with the highest live birth rate in Colorado for seven years in a row and the highest live birth rate in the U.S. for four years in a row.

“We are looking forward to collaborating with the Best Shot team as we continue to help people achieve their dreams of building families and reach their goals of preserving their fertility. Our desire is to provide the best possible experience for our patients, and we are excited to refine our patients’ journeys with the help of the Best Shot platform,” said Dr. Mark Bush, Medical Director at Conceptions.

With more than 30 clinics in the pipeline expressing interest in utilizing Best Shot’s digital platform, the company is also evaluating partnerships, including with a leading fertility-focused specialty pharmacy, a fast-growing, women’s health-centric benefits platform for employers and a major pharmaceuticals company.

About Best Shot

Best Shot is a patient’s companion in fertility treatments, with a focus on patient engagement, medication management and mindfulness. The Denver-based healthtech startup was co-founded by Abby Mercado, former venture capital investor and current mom of IVF twins, who experienced a miscarriage resulting from an error made in administering one of her IVF medications. Determined to prevent other fertility patients from making similar mistakes, Best Shot launched in 2020 with the founding vision of bridging the gap between the provider and the pharmacy, with a distinct focus on the patient. <https://bestshotcare.com/>

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