

TPR Media LLC., d.b.a. UbiCare, Acquired by Goldfinch Capital

New Ownership Sees Opportunity in Healthcare's Accelerated Pivot to Virtual Care

Boston – March 22, 2021 – TPR Media LLC., d.b.a. UbiCare, a leading patient engagement and virtual care company, announces its acquisition by Goldfinch Capital, a private investment holding company focused on the intersection of technology and healthcare. Christopher Turner, President of Goldfinch Capital, will serve as CEO. As UbiCare's CTO since 2010, Turner has been focused on shaping the future of digital patient engagement and will continue to drive this work forward in his new role.

"I see tremendous opportunity to build on UbiCare's strong foundation," says Turner. "The pandemic has accelerated healthcare's pivot to virtual care. UbiCare is uniquely positioned to support a wide variety of healthcare interests – from clinical outcomes, cost containment, and risk management to patient acquisition and satisfaction – across hospitals and health systems, ambulatory surgical centers, medical practices, pharmaceutical and medical device companies, and even other healthcare technology companies, each of whom have a stake in digital patient education and engagement."

Founded in 2003, UbiCare launched the digital patient engagement industry, enabling hospitals and medical practices to improve outcomes and satisfaction by effortlessly communicating with patients via email, text, web, and mobile applications. UbiCare's proprietary SmarteXp® platform, evidence-based content, messaging capabilities, and sophisticated analytics have empowered hundreds of organizations to minimize risk and contain costs, thousands of healthcare providers to improve workflows, and several million patients to effectively partner in their care.

Betsy Weaver, Ed.D., founder of UbiCare and an industry leader in digital patient engagement, will remain the company's Strategic Business Consultant. Prior to founding UbiCare, Weaver was an industry founder of the regional parenting niche publication market, producing *The Boston Parents Paper*. She holds Doctorate and Master's degrees from Harvard University's Graduate School of Education and a Master's degree from Bank Street Graduate School of Education.

"This is a game-changing time for U.S. business and healthcare," says Weaver. "Digital communication and care connections have eclipsed all forms of customer connections, accelerating important connections with patients and improving workflow. Thinking outside the box – creatively – now more than ever, is a key to success. This has allowed UbiCare's clients and millions of patients to receive the information and communications they need, even with other connections shut down during the COVID-19 pandemic. Digital is the new normal. We are pleased to have been an innovator in it."

About Goldfinch Capital

Goldfinch Capital Inc. is a private investment holding company focused on the intersection of technology and healthcare. Goldfinch, led by Christopher Turner, acquires existing businesses and also launches new ventures based on internally developed technology. Turner holds B.S and M. Eng. degrees from MIT and has been involved with the development and commercialization of new technologies throughout his career.

About UbiCare

TPR Media LLC, d.b.a. UbiCare, has been an innovator in patient engagement since 2003. Our virtual patient engagement programs extend healthcare into patients' lives, where daily actions and



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environment are responsible for 60% of medical outcomes. Every touch with timely, accessible content improves hospital compliance and reputation along with patient adherence and satisfaction, driving both top- and bottom-line revenue. Our multi-channel, cloud-based SmarteXp® platform integrates easily with healthcare organizations' digital network, provides actionable data to prove ROI, and is backed by our dedicated customer support.

UbiCare has provided its patient engagement programs to nearly 400 commercial hospitals across the United States and worldwide throughout the Department of Defense.