

HLB Helps Brave Care Expand Into New Markets As It Modernizes In-Person and Virtual Pediatric Care

Case Studies

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With HLB's Counsel, This Venture-Capital Backed Chain Is Reinventing the Pediatric Care Experience.

The Client's Issues and Risks

Over a third of U.S. children under 18 suffer from at least one health condition, and a quarter of all kids in the country visit an urgent care clinic at least once a year – if they can find an urgent care clinic. Upwards of 21 million single parents have no option other than expensive emergency rooms for their sick children. Brave Care is doing its best to change that by delivering impactful pediatric care fueled by empathy, grounded in trust, backed by evidence, and supported by modern technology.

As with any worthwhile health care innovation, expanding access to Brave Care for families requires rethinking existing practices in a way that doesn't burn bridges with the many stakeholders whose cooperation is required to effect meaningful change – payors, state Medicaid programs, state medical boards, etc. Providing regulatory counsel to a scaling startup requires a combination of technical health law expertise, deep understanding of the start-up and health care technology landscapes, and a client-centered approach that keeps pace with a rapidly growing company.

The HLB Difference

Finding counsel with the expertise to carefully navigate that landscape in a way that doesn't slow a scaling company's growth is difficult. It's also exactly what the HLB team led by partner and Digital Health Practice co-chair Jeremy Sherer has delivered to Brave Care since the company's inception.

Partners Steve Phillips and Ryan Cuthbertson position the business for success by negotiating services agreements for Brave Care's technology offerings, while Sherer, Amy Joseph, Andrea Frey and Melania Jankowski counsel Brave Care's leadership and its clinic operations staff on complying with applicable federal and state laws concerning telehealth scope of practice issues, physician contracting, supervision, privacy, and women's health issues across multiple jurisdictions. HLB has helped Brave Care fuel its continued growth as regulatory counsel in "bet the business" capital raises.

Results and Their Implications

With brick and mortar clinics in Oregon and Texas and an increasing digital footprint nationally, Brave Care is enabling more families to experience Brave

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Care's kid-friendly facilities (open evenings and weekends at a cost that's ten times lower than an ER) and virtual offerings. That growth will only continue after a successful \$25 million series B investment.

Client Testimonial

Brave Care's CFO, Jason Van Reken, had the following to say about the HLB team:

"HLB provides us with clear and succinct guidance that allows us to chart a clear path forward, which is incredibly valuable in a space as complex as health care. They're there for us when we need them, and we lean on Jeremy like any member of our team."

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