

Flare Capital Partners Appoints Sarah Sossong as Principal

Expands Investment Team to Reinvent the Business of Healthcare

BOSTON, MA – June 25, 2018 – [Flare Capital Partners](#), a leading healthcare technology venture capital firm, today announced the appointment of healthcare technology expert Sarah Sossong as a principal. The latest addition to Flare Capital's [team](#) of experienced healthcare technology investors and accomplished healthcare industry executives, Sossong brings a passion for the intersection of technology and healthcare.

“Sarah is a proven healthcare change agent and an incredible addition to our team,” said Michael Greeley, cofounder and partner, Flare Capital. “As we continue to work with entrepreneurs dedicated to the transformation of the healthcare system, she will be critical to the success of our portfolio companies given her insights on the current healthcare evolution.”

Recently named one of the [most influential women](#) reshaping health IT and currently sitting on the Executive Committee of the American Telemedicine Association's Business and Finance Group, Sossong will work closely with portfolio companies to help them become market leaders by solving real-world problems. She will also explore technology innovations with the potential to transform the business of healthcare.

“Sarah's experience pioneering innovations from concept to national recognition, as well as her skill for recruiting, building and managing motivated teams will be incredibly beneficial for Flare Capital entrepreneurs,” added Bill Geary, cofounder and partner, Flare Capital.

Sossong most recently served as the senior director for the Center for Telehealth at Massachusetts General Hospital (MGH), where she launched and scaled virtual health. Working closely with MGH patients, clinicians, administrative partners, and senior MGH leadership, Sossong was instrumental in positioning MGH as a systems leader in digital health.

“I am thrilled that Sarah is joining the team at Flare Capital as she brings a great network of health tech industry thought leaders to a powerful platform for the entrepreneurs and founders they back and work closely with,” added Roy Schoenberg, MD, MPH, president and CEO of American Well Corporation. “People will seek her out.”

Prior to MGH, Sossong managed a wide variety of large-scale technology and innovation projects at Kaiser Permanente, including the design, pilot and implementation of Kaiser's first telemedicine program. In her earlier role as a Lieutenant in the United States Navy's Medical Service Corps officer at the Naval Medical Center San Diego, the Navy's largest teaching hospital, Sossong managed finance, quality and access projects, including implementation of the NMCS's first videoconferencing systems in 2003, while also overseeing primary care clinic and emergency room business operations.

"Super excited to continue working with Sarah in her new role at Flare Capital. Her depth of experience implementing tech-based solutions that put patients first make her a lightning rod in the health tech industry," Owen Tripp, cofounder and CEO, Grand Rounds.

An advocate for digital health innovation, Sossong is a regular speaker at national healthcare and technology conferences and frequently featured in industry publications. Sossong is committed to community service and actively involved in policy discussions, and she has served as a judge and mentor for the PULSE Mass Challenge and a variety of MIT Hacking Medicine events. Sossong is also currently an alternate board member for Xcertia, a joint mHealth app collaborative effort pioneered by the American Heart Association, American Medical Association, HIMSS and other industry organizations.

"The healthcare technology evolution has the potential to unlock quality care for the masses, and it is a complex and rapidly evolving space," noted Sossong. "I am looking forward to working with the Flare Capital team and its forward-thinking entrepreneurs to tackle the healthcare challenges ahead and to find the best possible role for technology. I'm excited to contribute the point-of-view of an on-the-ground implementer, as well as the perspective of women in healthcare technology—both incredibly important viewpoints that have often been undervalued in this space."

She earned her master's degree in health policy and management at the University of California at Berkeley and graduated from Princeton University.

About Flare Capital Partners

Flare Capital is a team of proven healthcare technology venture capital investors and senior operating executives known for their unparalleled strategic industry resources, insight and total commitment to the success of its entrepreneurs. Flare Capital raised one of the industry's largest dedicated venture capital funds focused exclusively on early stage opportunities in healthcare technology innovation and is privileged to closely partner with founders and management. Selected investments include Aetion, Aspen Health, Bright Health, Circulation, ClearDATA, Curisium, HealthReveal, HealthVerity, Iora Health, Somatus, Valence Health (acquired by Evolent Health), VisitPay and Welltok.

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