



Komoda Health: \$220M Series E Financing

Situation:

In March of 2021, Komodo Health, a San Francisco-based healthcare software company, secured a Series E financing of \$220 million. The financing was led by Tiger Global Management and joined by Casdin Capital. Existing investors ICONIQ Growth, Andreessen Horowitz, and SVB Capital also joined the round.

The investment was a chance to bring awareness to Komodo Health's rapidly growing role as a foundational enterprise technology platform helping to drive digital transformation across the healthcare industry.

The team developed a detailed communications plan and strategy to issue the news. Unfortunately, the news leaked to the media a week in advance of the planned news release.

Solution:

The leak forced the team to act quickly. After multiple internal discussions and quick thinking, we decided to issue the release the next day to minimize the extent of leaked media coverage and control the message as much as possible.

Since we had to move quickly, we condensed the embargoed media list to key business and digital health media familiar with the company. The pitch highlighted the company's \$3.3 billion valuation, \$220 million financing, and breadth of its healthcare platform. We secured embargoed interviews in advance, prepared spokespeople to reinforce key messages about the technology, and answered reporter questions via email.

Results:

In total, we secured 28 pieces of earned media coverage and 30.9 million + potential views. Our quick thinking was able to limit additional leaked media coverage of the financing. Earned media coverage underscored Komodo's key messages, including its growing market impact as a leading enterprise healthcare and life sciences platform.

