

# How to finance innovation In healthcare

## Transcript

**00:00:07:08 - 00:00:29:03**

**SHERRY FARRUGIA:**

You know, we've had great support from the donor community. I mean, the one thing about Atlanta is it is a very tight knit community. Everybody wants to help everyone. So we've had great support from the donor community, from the federal government and the state government with grants and, you know. But more than anything, it's been our community partners.

**00:00:29:03 - 00:00:50:29**

**SHERRY FARRUGIA:**

It's been the Piedmont health care system. It's been, you know, the children's health care of Atlanta, the Emory's. It's been our partners, our external partners, like Blue Cross Blue Shield of Georgia, who have said, how can we help you? This is really important. We want to get that baby out of an ICU right now, please. And, you know, how can how can we do that?

**00:00:51:00 - 00:01:18:05**

**SHERRY FARRUGIA:**

So for us, even during COVID, when we were struggling to find a way to very quickly working with you guys. Right. To produce and deliver PPE and apply. That's right. And AFLAC came to our to the saved us and said, here's a \$2 million gift. You know, let that jump start you. So we went from that to FEMA, a contract with FEMA.

**00:01:18:14 - 00:01:35:16**

**SHERRY FARRUGIA:**

And in a matter of three months together, we delivered 4 million face shields across this country. So it truly is a community effort, David, as far as how we finance things. And then don't forget those private donors and certainly the VCs as well.

**00:01:36:04 - 00:01:54:28**

**ROBERT BUNCH:**

But if we're going down the line, I agree completely. I think that is it's one of the unique things around this about this area and just probably Georgia. But even the South overall is the fact that people do have relationships and they are willing to lean in and support things and see a need. So obviously from Blue Cross, Georgia, you know, we do some of that.

**00:01:55:12 - 00:02:15:17**

**ROBERT BUNCH:**

We've also you hit the last one that I was going to punctuate, which was ABC. We've been pretty proactive in finding other companies or private equity money and partnering with them to bring solutions to market. So, you know, I think there is a lot of money in health care. I'm sure we'll talk about that at some point.

**00:02:15:26 - 00:02:24:24**

**ROBERT BUNCH:**

And they are looking to find the right partners. We put money in. They put money in. It helps us do more together. So we've done a lot of that as well.

**00:02:26:17 - 00:02:52:11**

**CHARLIE BROWN:**

Dr. Brown. I would echo Sherry's comment about our community. I would say in our world, it's really it is a donor community, but it's more about grateful patients. You know, the great from the patients that have experienced a good experience in health care and are willing to give back to the system. You know, I think the prime example we have is a new shiny Marcus aren't our investors are happy money up completely.

**00:02:52:16 - 00:03:22:06**

**CHARLIE BROWN:**

Bernie Marcus Home Depot Co-Founder We've got several other grateful patients that I want to list as too long to list to the list all the names. But because of that generosity, which was very specific around programs and programmatic development, Mr. Marcus is an example to the value conversation we had earlier. That original gift was around how do we make Valvular Care the best that it can be in the state of Georgia and not have to travel to other cities for operations in New York or California or somewhere else?

**00:03:22:19 - 00:03:30:04**

**CHARLIE BROWN:**

Why do we have to leave Atlanta Metroplex of 6 million people to get a medical procedure? We should be able to do all that here.



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