

Google Ventures invests in telemedicine firm Spruce

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Spruce, a dermatology telemedicine company has announced a \$15 million Series A financing and the launch of an expanded product that supports comprehensive, high-quality care for a broad set of dermatological conditions.

The \$15 million financing is led by Kleiner Perkins Caufield and Byers with participation from Baseline Ventures, Cowboy Ventures, and Google Ventures.

"Patients and dermatologists have loved the experience Spruce provides for acne treatment, and we are excited to now enable high-quality care for a wide range of dermatological concerns," said Mr Ray Bradford, CEO of Spruce.

With this latest product release, it is possible to consult a board-certified dermatologist on Spruce for a wide range of dermatological conditions, including fine lines and wrinkles, skin discoloration, rosacea, eczema, psoriasis, male hair loss, eyelash thinning, rashes, bug bites and stings, and more.

"With Spruce, we're trying to remove access barriers for patients, but we're equally focused on how we can improve upon the care experience itself for both patients and dermatologists," said Mr Bradford. He added, "One of the things dermatologists on Spruce like most is the opportunity for improved adherence and outcomes because patients have detailed instructions with them at all times and can ask follow-up questions. The Spruce software for dermatologists makes it easy for them to treat patients from iPads anytime, anywhere at a high standard of care. It also streamlines their workflows, so their time is spent on personalizing care instead of paperwork and administration."