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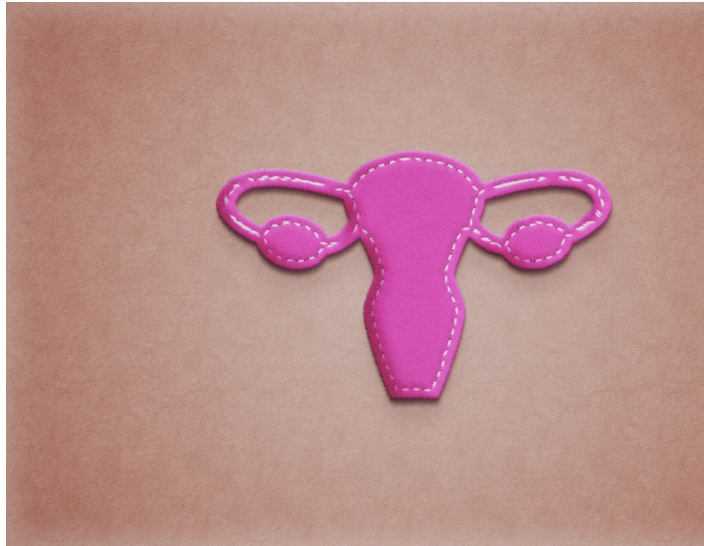
Sarah Perez

The Latest

Virtual clinic Hey Jane raises \$2.2M to solve for state anti-abortion legislation

Christine Hall

@christinemhall / 8:00 AM CDT • August 26, 2021

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As more states pass some type of abortion ban, [Hey Jane](#), a virtual clinic startup offering, announced Thursday that it raised \$2.2 million in an oversubscribed round from a group Lab, Gaingels and Foursight Capital Partners.

The idea for the remote-first company stemmed from a conversation in 2019 that founder had with some friends regarding Missouri being one of six states that has one abortion clinic. He explained that, in fact, the clinic was slated for closure that summer, which would have left the state to not have any abortion care. [The clinic was ultimately able to stay open.](#)

“At the time, many of the emerging telemedicine clinics I saw were focused on men’s and women’s health,” Freedman told TechCrunch. “I thought this virtual model could be used for abortion care.”

One of Hey Jane’s investors, who wished to remain publicly anonymous, “was excited to join Hey Jane” because he agreed — women’s health was an underserved category. Unlike abortion care is segregated from women’s health care. This stemmed from [Reagan’s mandates to defund Planned Parenthood at hospitals.](#)

[One in four women will have an abortion](#) by age 45, according to Planned Parenthood. In 2019, 90 abortion restrictions were enacted in the United States, and there are 1,320 restrictions in total. [Guttmacher Institute](#), a nonprofit research and policy organization committed to advancing reproductive health and rights. Currently, Arkansas and Oklahoma have near-total abortion bans except for life endangerment. Meanwhile, Idaho, South Carolina and Texas ban abortion at either six weeks or later with exceptions.

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What top VCs look for in women’s fertility startups



A number of promising women’s health tech companies have popped up in the last few years — even Apple has jumped into the subject with the addition of period tracking to the Apple Watch. But there hasn’t been much in the way of innovation in ... [Continue reading](#)



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In July 2020, a federal judge [granted approval](#) for women to obtain abortion medication without a doctor, which opened the door for companies, like Hey Jane and others, to begin offering services to people who were less than 10 weeks pregnant.

The \$249 treatment includes screening by a medical doctor, FDA-approved medication, overnight shipping to the person’s house, follow-up virtual visits and the ability to chat with a doctor. The Hey Jane team also checks in frequently with the patient via text message.

The company said removing financial barriers is “a huge priority for us.” Though the company has no insurance yet, it is offering financial assistance through a nonprofit abortion fund partner organization that subsidizes up to \$110 of the \$249 treatment so that patients can pay as little as \$139.

The new funding will enable Hey Jane to expand into new states and add to its team of medical professionals, a product and automated process and for legal research so the company can stay abreast of changing telemedicine abortion laws for each state.

There are several regulatory requirements Hey Jane must follow in each state, including obtaining a license to provide care to patients in states in which they’re licensed. For this reason, the company only operates in each state in which it operates where there are doctors ready to prescribe medication when appropriate and medical experts for emotional relief.

Hey Jane just launched across California this week and is also in New York and Washington. Hey Jane’s service areas now cover up to 34% of all abortions performed annually in the United States. Those states were chosen first because California and New York have the [highest number of abortions annually](#), she added.

“Although people in those states may have easier access to clinics, they could still struggle with Hey Jane since it’s as safe and effective and half the price of in-clinic care,” Freedman said. “Reducing costs, or time for travel or child care, ensures privacy and discretion and provides additional support.”

It’s a new era for fertility tech



We explored venture capitalists’ latest bets on fertility and contraception tech, including Natural Cycles, Nurx, Clue and more.



Freedman expects to be in 10 states by the end of the year and plans to be able to offer coming years. However, there are regulatory barriers [limiting access to telemedicine abortion](#) is partnering with the Advancing New Standards in Reproductive Health research group California at San Francisco to gather information to this end.

“We are working with leading researchers to expand the ample existing evidence that th effective and preferred by patients,” she added. “We hope this research can further adv restrictive states, ultimately leading to much needed, patient-centric updates to outdated on the safety and effectiveness of telemedicine abortion paints a very clear picture that t care.”

The company is currently seeing 250% quarterly growth in the number of patients using it is focusing more on additional tools for coordinated care and new products.


Abortions are often kept secret due to [worries of judgment and discrimination](#), and Hey , needed outlet for patients to discreetly share their experiences and emotion, Freedman

“We are focusing on convenience and privacy,” she added. “Two-thirds of women don’t experience, so we want to provide a space for them.”

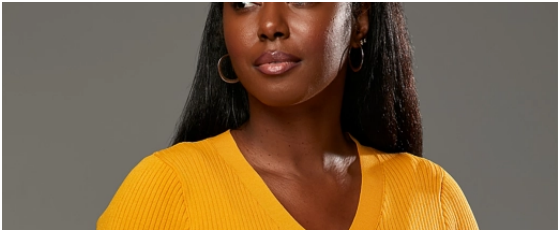
Matters of women’s health are highly personal. If you or someone you know is struggling health concern, please contact your primary care physician or secular community health

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Rachel Delacour, Pia d'Iribarne
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