ANNOUNCEMENTS | 08.26.2022

Transformation Capital Leads $24M Investment in Plume

Choate represented Transformation Capital as the lead investor in a $24M Series B investment in Plume, the leading gender-affirming virtual care provider. Plume is a comprehensive, virtual care provider built by and for the health care needs of the transgender community. This investment will enable Plume to expand coverage nationwide and into virtual primary care, ensure Plume is covered by insurance, and provide support that trans and gender diverse people and their families deserve.

General Catalyst and Town Hall Ventures also participated in the funding round.

Brian D. Goldstein
Senior Counsel