

Health Care Market Oversight

Better Life Health and Thirty Madison

The [Health Care Market Oversight](#) (HCMO) program reviews health care business deals to make sure they support Oregon's goals of health equity, lower costs, increased access, and better care. On September 22, 2025, the Oregon Health Authority (OHA) accepted a complete notice of material change describing plans for Better Life Health, Inc. ("Better Life Health") to acquire Thirty Madison, Inc. ("Thirty Madison").

Who's involved?

Better Life Health is a privately held, for profit company based in New Jersey that offers a direct-to-consumer telehealth platform primarily focused on the delivery and management of compounded GLP-1 weight loss medications through its telehealth brands of Remedy Meds, Titan Meds, and Prime Health. Better Life Health utilizes a network of third-party providers to support virtual consultations, prescription fulfillment support, and ongoing clinical monitoring services. Better Life Health serves patients throughout the United States, including Oregonians.

Thirty Madison is a privately held, venture backed corporation headquartered in New York. Thirty Madison serves as a holding company that owns and operates three specialized telehealth brands: Nurx (women's sexual and reproductive health, mental health, weight loss, and dermatology), Keeps (men's hair loss and sexual health), and Cove (migraine care). Through these business, Thirty Madison facilitates telehealth services and medication fulfillment directly to patients across the United States, including Oregon. Thirty Madison also owns two pharmacies, Propel Pharmacy and AFA Pharmacy, that serve its telehealth brands.

About the deal

Better Life Health is proposing to acquire all of the outstanding stock of Thirty Madison, becoming its sole owner. Better Life Health states that the proposed transaction will expand the scope and sustainability of services available to people in Oregon, including access to GLP-1 medications. Better Life Health also states that the transaction will enable the combined entity to scale digital-first treatment models that reduce access barriers for people with certain health conditions.

What's next?

OHA is reviewing this deal to understand how it could affect access to care for communities in Oregon. During the review, OHA will use health care data, news and media reports, information from the entities, and public input to decide whether the deal should be approved. After completing a review, OHA will issue a decision about whether the deal may proceed as planned.

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We want to hear from you!

Public input helps us understand how this deal could help or harm people in your community. To share your thoughts about this deal, please email hcmo.info@oha.oregon.gov, leave a voicemail at 503-945-6161, or [fill out the public comment form](#). In your comment, mention "Better Life Health", what you think, and whether you support or oppose the deal.

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