



Press Release

# Launching RareiTi; the story behind the start up.

**January 9, 2020**

Wendy White and Natalie Douglas have known each other for years; Wendy was running Siren Interactive and Natalie was running IDIS and they would often find themselves working on the same compounds in the rare disease space. A few years later, as board members of Global Genes, they ended up working even closer together as Chair and Vice Chair of Global Genes, a leading rare disease patient advocacy organization, most recently collaborating to secure new CEO, Kimberly Haugstad.

Natalie and Wendy also sit on the board of CEEK, a US women's health care company; so they have gotten used to collaborating around business and great causes!

As successful female entrepreneurs, independently of one another, they were looking at new ventures and healthcare models; "I am actively involved in a number of health technology companies" says Natalie. Wendy, having recently done a turn as Chief Patient Officer also started to have ideas of new opportunities.

One evening in the summer of 2019 they were talking about the continual challenges for patients with rare disease, the issues and opportunities for the biopharmaceutical industry and developing health technologies that should come in to play over the next decade. Natalie had also been taking a look back at the managed access market to see how it had evolved or changed over the past 6 to 7 years drawing some interesting conclusions and before the bottle of wine was finished, the concept and model that is now RareiTi was born!

Apart from their business experiences in rare disease and a desire to build a mission driven model that matters, Wendy and Natalie both have personal motives to make change happen. Wendy has a daughter with a rare disease and Natalie's sister died from a rare and aggressive cancer. 'Whilst the circumstances are different, we know what it is like for many people around the globe who have to battle on without a treatment or are dealing with the implications of a terminal diagnosis. With RareiTi, we plan to be an ally in rare disease to change the care paradigm to better support families, patients, clinicians and the pharmaceutical industry.

Says Wendy "We believe we are in a great position to put together a solid global strategy and help patients where they are with what they need to succeed, collect the real-world evidence to support faster approvals, faster global uptake and better patient outcomes".

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