



Dr. Laura Purdy, MD, MBA

Chief Executive Officer and Founder

Telemedicine Pioneer | Physician Executive | Entrepreneur | Speaker



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Profile

Dr. Laura Purdy is a board-certified family medicine physician, U.S. Army veteran, and nationally recognized leader in telehealth. Across more than 15 years of clinical and executive work she has served as medical director for over 50 digital health companies, guided hundreds of ventures through the clinical and regulatory demands of virtual care, and holds medical licenses in 38 states. As founder and chief executive of Exilara, she leads four operating brands spanning virtual primary care, med spa clinical oversight, festival and event medicine, and compliance infrastructure.

She was early and visionary about where virtual care was going, and bold about building in categories most physicians stayed away from. Her operating standard is accuracy: protocols, documentation, and corporate structures that hold up under an audit rather than under a pitch deck. She is enterprising by instinct, having turned clinical judgment into a portfolio of companies, and agile across a regulatory landscape that changes state by state. Underneath all of it sits a compassionate premise she has carried since the Army, which is that access is not settled by whether care exists but by whether a patient feels safe enough to use it.

Areas of Expertise

Telemedicine & Virtual Care Strategy

Regulatory Compliance & PC/MSO Structuring

Digital Health Innovation & Access

Brand Development & Scalable Business Models

Multistate Medical Group Leadership

Public Speaking & Thought Leadership

Executive Team Development

Education

Master of Business Administration

Southern New Hampshire University
Hooksett, NH · 2020

Bachelor of Arts, Psychology

Ball State University
Muncie, IN · 2005

Doctor of Medicine

Uniformed Services University of the Health Sciences
Bethesda, MD · 2011

Licensure and Certification

Board Certification, Family Medicine

American Board of Family Medicine
Issued August 2014 · Credential ID 95531021

Medical Licensure

Physician and Surgeon (Allopathic, M.D.)
Licensed in 38 states



Experience

Founder, CEO/CMO

2021 – Present

Exilara

Founded and leads Exilara, a healthcare group serving patients, clinicians, and businesses through four operating brands:

- **Swell Medical** – virtual primary care clinic
- **Aesthetic** – med spa clinical oversight, compliance, and operations
- **JellyMed** – telemedicine clinic serving the underserved music festival, event, and EDM community, including mental health prevention
- **Venture** – advisory services, PC/MSO compliance infrastructure, and clinical services supporting compliant patient care in all 50 states and the District of Columbia

Fractional Chief Medical Officer

July 2022 – January 2026

Med Vidi

A telepsychiatry platform built to widen access to mental health care, treating anxiety, depression, ADHD, and related conditions through licensed clinicians practicing virtually.

Served as senior clinical authority and authorized official of the professional corporation, with responsibility for the clinical standards the platform practiced under.

- Oversaw provider management, clinical quality, and credentialing across the clinician network.
- Directed care coordination and the pathways patients followed through treatment.

Fractional Medical Director

December 2020 – March 2025

Circadia Health

A medical device and data technology company whose contactless remote patient monitoring system was the first of its kind to receive FDA clearance.

Directed clinical integration of a platform that applies artificial intelligence to detect early signs of congestive heart failure, COPD exacerbation, pneumonia, sepsis, urinary tract infection, and falls, supporting more than 20,000 patients daily.

- Oversaw clinical integration of the monitoring platform and its care pathways.
- Partnered with product and engineering teams on clinical accuracy and workflow design.

Employed Chief Medical Officer

April 2022 – November 2023

OpenLoop Health

A B2B telehealth enablement company that supplies white-labeled clinical infrastructure, including provider networks, multistate licensing, and care delivery, so digital health companies can launch virtual care under their own brand.

Advised client startups on care delivery, compliance, and clinical strategy as the company's senior clinical voice.

- Led national clinical operations and provider engagement.
- Helped build the provider networks behind white-labeled virtual care services.

Fractional Chief Medical Officer

July 2019 – November 2023

Wisp

A direct-to-consumer telehealth company treating sexual and reproductive health conditions nationwide.

Led company-wide clinical initiatives, including the buildout of gender-inclusive care.

**PC Owner and Regional Medical Director**

2019 – April 2022

Hims & Hers

A publicly traded direct-to-consumer telehealth platform serving men's and women's health across sexual health, dermatology, hair loss, and mental health.

Owned the professional corporation and oversaw clinical expansion and regulatory compliance through a period of rapid growth, with a provider network that grew past 500 clinicians.

- Consolidated more than 50 professional corporations across multiple states.
- Launched asynchronous behavioral health and dermatology programs.
- Scaled provider networks and maintained regulatory compliance.
- Streamlined multistate medical operations and provider readiness.

Engagement evolved across the tenure from fractional to contractor, then to employed, and back to contractor through the transition out.

Freelance Virtual Physician

January 2017 – January 2025

Various platforms

Provided direct virtual patient care on a contract basis across national telehealth platforms, spanning primary care, urgent care, and condition-specific virtual clinics.

Employed Lead Telemedicine Physician

2017 – 2019

MDLIVE

A national virtual care platform offering urgent care, primary care, dermatology, and behavioral health, later acquired by Cigna's Evernorth.

Served as the first full-time employed physician at the company.

- Led compliance and quality initiatives.
- Completed more than 20,000 patient consultations.
- Developed clinical protocols adopted into the platform's national care model.

United States Army

2007 – May 2021

Active duty

Fourteen years of active duty service combining clinical leadership with operational readiness, from Special Operations Civil Affairs medicine overseas to inpatient command and the COVID-19 response.

Battalion Surgeon, Warrior Transition Battalion

April 2019 – May 2021

Fort Campbell, Kentucky

Senior medical authority for a battalion of soldiers carrying complex or prolonged medical conditions, each on a path either back to duty or out to veteran status. The work was less about single encounters than about holding a long arc of care together, and the decisions carried weight for a soldier's career and livelihood, not only their health.

- Oversaw the primary care, social work, pharmacy, occupational therapy, and physical therapy service lines supporting the battalion.
- Worked alongside nurse case managers and unit leadership on individual transition plans and medical evaluation board documentation.
- Served as liaison to 101st Airborne Division headquarters and to counterparts nationwide.
- Directed COVID-19 transition operations and care coordination from early 2020 forward.

Chief of Inpatient Services

January 2018 – April 2019

Blanchfield Army Community Hospital

Promoted to lead the hospital's inpatient service while continuing to carry a clinical load. Responsible for the physicians and staff on the ward, admission and transfer standards, quality and safety review, and the staffing model that kept the service covered around the clock.

- Set inpatient admission, transfer, and escalation standards for the service.
- Led quality and safety review and the coverage model for continuous inpatient staffing.

**Medicine–Pediatrics Hospitalist**

October 2016 – January 2018

Blanchfield Army Community Hospital

Admitted and managed adult and pediatric inpatients at the Army community hospital serving Fort Campbell, caring for active duty soldiers, family members, and retirees on the same service.

- Carried the inpatient census, took admissions from the emergency department, and coordinated consulting services.
- Managed discharge planning and transfers to higher levels of care off post.

Battalion Surgeon, 91st Civil Affairs Battalion

August 2014 – July 2016

Fort Bragg, North Carolina

Battalion physician for a Special Operations Civil Affairs unit with teams distributed across East and West Africa. Responsible for the medical readiness of deploying soldiers and for clinical support to small teams working far from any hospital, frequently by radio or phone. Guiding a medic through an emergency from hundreds of miles away is where her work in virtual care began.

- Led combat medical readiness for deploying teams and provided remote clinical guidance to medics operating without hospital access.
- Built health, wellness, and education programs for host nations across East and West Africa, designed around what communities could sustain after outside teams departed.
- Trained Special Operations medics on cultural considerations as they supported host-nation medical professionals teaching first aid, hygiene, food safety, and population-level disease prevention.

Honors and Awards

Meritorious Service Medal

U.S. Army · 2013

Top 50 Women in Telemedicine

Fast Company · 2025

Best Health Expertise Luminary

CIO Today · 2024

Media and Thought Leadership

- Featured in Forbes, People, TIME, Vogue, Insider, and other national media.
- Host of the *I Am Wiser* podcast, launching Q1 2026.
- Keynote speaker at national healthcare and innovation conferences.
- Advocate for wellness innovation and digital health equity.

Brands

Exilara · Swell Medical · Aesthetic · JellyMed · Venture · I Am Wiser Podcast

Personal

Dr. Purdy is a mother of five, a devoted partner, and a musician. Through her ventures and her storytelling, she works to make healthcare more human and to bring along the next generation of mission-driven entrepreneurs.