



**Peter Kirsch**, Founder & CEO

## Blue Marlin's AI Investment Platform Closes First Investment in Ethermed, an AI-Powered Healthcare Technology Company

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Blue Marlin Partners ("Blue Marlin") is proud to announce the close of its first investment from its AI Investment Platform (the "Platform"). Ethermed (the "Company"), is an innovative healthcare technology company which uses artificial intelligence and machine learning to automate the complex healthcare prior authorization process. Blue Marlin's investment in Ethermed's Series A fundraising round will accelerate the Company's growth as it addresses one of the industry's most pressing administrative challenges.

Ethermed's proprietary AI platform seamlessly integrates into existing healthcare workflows to automatically process prior authorizations – a historically manual, inefficient process that costs the U.S. healthcare system over \$79 billion annually. The Company's "invisibly uplifting" solution works within providers' and payors' current systems, eliminating phone calls, faxes, and other tedious workflows. Ethermed has already demonstrated strong commercial adoption with leading medical groups and payor organizations.

Prior authorizations represent one of healthcare's most significant pain points, with 91% of physicians reporting that they delay patient access to care. Research indicates that 28% of physicians report authorization delays lead to serious life-threatening events, while 75% say they cause patients to abandon treatment altogether. Ethermed's AI-powered solution transforms this broken process, delivering immediate ROI while improving patient outcomes and provider satisfaction.

"Our investment in Ethermed is an important milestone for Blue Marlin Partners as it represents our first investment out of the new Platform. Ethermed's AI-driven platform is already saving customers millions of hours annually and eliminating an enormous amount of operational friction. It's a clear example of how applied AI can transform essential workflows and drive operational efficiencies," said Peter Kirsch, Founder and CEO of Blue Marlin Partners.

The funding will enable Ethermed to expand its engineering team, accelerate customer implementations, and enhance its AI capabilities as it pursues a robust pipeline of opportunities, including large healthcare organizations and major hospital systems.

Karenann Terrell, Managing Director of the Platform, will represent Blue Marlin on the Company's board of directors, leveraging her career operating and investing in the healthcare technology industry.

## About Ethermed

Founded by experienced healthcare technology entrepreneurs, Ethermed leverages machine learning and AI to solve critical healthcare administrative challenges, starting with the \$79+ billion prior authorization problem. The company's vision is to create an automated healthcare system enabling predictive, preventative health interventions. For more information, visit [www.ethermed.ai](http://www.ethermed.ai).

## About Blue Marlin's AI Investment Platform

Blue Marlin's AI Investment Platform's (the "Platform") core objective is to invest in companies applying artificial intelligence to solve real-world business challenges. The Platform focuses on applied and vertical AI solutions that drive measurable outcomes across industries such as healthcare, industrial services, financial operations, and business services. Led by General Partner Karenann Terrell (former CIO of Walmart, Baxter, and GlaxoSmithKline) and supported by Advisory Board Chair Joel Leonoff (Founder and former CEO of Paysafe Holdings), the Platform leverages Blue Marlin's network of more than 80 operating partners and its portfolio of lower-middle-market companies to validate product-market fit, accelerate commercialization, and scale adoption. The Platform represents the next evolution of Blue Marlin's unique model — bringing together experienced operators, investors, and entrepreneurs to invest in and actively support the next generation of AI-driven businesses.

## About Blue Marlin

Blue Marlin is a private investment firm based in Bethesda, Maryland with more than \$800 million of invested capital in 30 platform investments alongside its strategic partners since its inception in 2016. Blue Marlin invests on behalf of a network of investors, who are all partial owners of Blue Marlin, and are high net-worth operators, individuals, or single-family offices with distinct expertise in a particular industry or vertical. Blue Marlin's investment team works in concert with our investor network, leveraging their expertise in our diligence and to create value within our portfolio companies post-close. For more information on Blue Marlin, or any of its portfolio companies, please contact [info@bluemarpartners.com](mailto:info@bluemarpartners.com).

## Blue Marlin Partners

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