



KNDR HealthCare

Fully Remote

Chief Executive Officer

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January 2027 Start Date



Overview

KNDR HealthCare is a healthcare management services company with the mission to develop world-class infrastructure for patients and providers of restorative reproductive medicine (RRM) and to advance RRM to a leading position in the exploding field of fertility care. KNDR was founded by patient advocate Deborah Colloton following her personal experience with infertility. Frustrated by her sense that physicians didn't do enough to explain, find, and treat the underlying causes of her infertility, she became a social entrepreneur to build for others the information resources and clinical services she wishes had been available to her.

Through its affiliated RRM clinical practice, Reply Ob/Gyn & Fertility, KNDR is developing a national program for couples experiencing infertility or miscarriage. The Reply Fertility program evaluates and treats factors contributing to impaired reproductive function with the goal of improving health and supporting natural conception and healthy pregnancies.

KNDR's commercial proposition is that RRM is healthier, less expensive, and less risky than in vitro fertilization (IVF). RRM delivers live-birth rates comparable to IVF, at lower treatment cost and with lower observed rates of perinatal complications such as preterm birth and low birth weight. The company is seeking a CEO who can translate their clinical and economic case into a disciplined growth strategy.

KNDR's vision is a world where the RRM approach becomes the standard of care, accessible to patients everywhere and delivering improved health, family-building, and societal outcomes.



Firm History

KNDR's origins lie in the personal experience of its founder, Deborah Colloton. A network television news producer at the time she faced her infertility challenge, Colloton questioned the diagnosis of "unexplained infertility" and rejected her quick referral to IVF. Following her life-changing experience with restorative reproductive medicine (RRM) – she went on to have two naturally-conceived children at 39 and 40 – she became a patient advocate and organizational leader for the emerging field of restorative reproductive medicine.

Colloton initially founded the nonprofit Women's Reproductive Health Foundation, which has supported major milestones in the RRM field, including a global clinical research registry, a new medical journal, and establishment of an academic presidential chair. She then launched KNDR HealthCare LLC and Reply Ob/Gyn & Fertility PLLC to expand patient access to RRM. These organizations in combination have advanced critical infrastructure for RRM and increased visibility for the field, while delivering care to nearly 10,000 patients.

After a seven-year trial as a local, full-spectrum ob/gyn and fertility clinic, the firm re-evaluated its strategic direction, pursued additional outside funding, and committed to a bolder vision to scale its RRM infertility program throughout the U.S.



The Clinical Program

KNDR's principal activity is providing development and management services to the Reply clinic. Since the clinic's 2015 launch in Cary, North Carolina, KNDR has invested substantially in its clinical programs and national growth. It negotiated a professional services agreement with the University of North Carolina at Chapel Hill Department of Obstetrics and Gynecology and recruited recognized leaders from academic medicine and RRM, including Dr. John M. Thorp, Dr. David Merrill, Dr. Rachel Urrutia, Dr. Amina White, Dr. Joseph Stanford, and Dr. Tracey Parnell. KNDR also secured licensing rights to Sensiplan, a German fertility awareness method considered to be the most scientifically rigorous; created the Listen Fertility method for use in RRM medical management; and published a fertility awareness decision-making tool based on work from Reply team members who contributed to the systematic review published as a landmark study in *Obstetrics & Gynecology*.

The clinic has evolved from a local, full-spectrum, insurance-based clinic into a cash-pay, telehealth practice focused on RRM care for couples facing infertility or miscarriage. Reply has distinguished itself by requiring its RRM clinicians to participate in the "RRM Clinician Recognition Program" of the International Institute for Restorative Reproductive Medicine (IIRRM) and for helping to set a bar for RRM excellence as one of the first participants in the Surveillance of Treatment Outcomes in Restorative Reproductive Medicine ("STORRM"), a new global clinical registry operated by the University of Utah School of Medicine in collaboration with the IIRRM. Consistent with peer-reviewed RRM data in the medical literature, Reply's average pregnancy rate for couples experiencing infertility is 50% within 12 months and 69% within 18 months.

Client Testimonials



"The gold standard, you can't set the bar any higher."



"Had we not found Reply when we did, we wouldn't have this miracle."



"Reply started my path to motherhood – a path no other doctor had given me."

The Market Opportunity

Employer-sponsored fertility benefits have shifted rapidly from a niche offering toward a mainstream component of employee benefit programs. Recent research has found that IVF coverage among employers with at least 500 employees more than doubled in five years, rising from 22 percent in 2019 to 47 percent in 2024. Among employers with at least 20,000 employees, 70 percent offered IVF coverage in 2024. This sustained expansion creates a substantial and growing market for fertility-care models that can deliver strong outcomes while helping employers manage treatment costs and reduce downstream maternal and neonatal risks.

Moreover, federal policy may further accelerate the market. In May 2026, the U.S. Departments of Labor, Health and Human Services, and Treasury proposed a new category of limited, excepted benefits for fertility care. If finalized, the rule would create a pathway for employers to offer stand-alone fertility coverage separate from their principal group health plans, beginning with plan years on or after January 1, 2027. The current administration is expected to issue a final rule in fall 2026. This change could make it easier for employers to add fertility benefits and create a significant opening for differentiated care models such as RRM.

Job Overview

KNDR is at a pivotal point in its development; the founder and board are committed to providing widespread access to restorative reproductive medicine. The key to the success of this venture is effective and proven leadership.

The chief executive officer (CEO) of KNDR will be responsible for the growth and development of the founder's vision for providing effective and affordable reproductive health solutions at scale. Reporting to the KNDR executive chairman and the board, the CEO will take full responsibility for the development, management, and evaluation of a growth strategy for the businesses. They must competently operate in a startup environment and quickly establish a growth plan, evaluating diversification strategies for revenue, helping grow product engagement, and increasing presence in the market.



Essential Outcomes

1. Stand up the core business

KNDR began as a research project, developed into a full service OBGYN brick and mortar clinic, and then evolved into a focused RRM provider. This leader must successfully lead the change into a virtual, telehealth-based reproductive healthcare business and develop one, three, and five-year plans with milestones and measures of performance.

2. Develop the growth strategy

As a new entrant to the market, KNDR must continue to develop relationships with different sales channels. The CEO must explore broker partnerships, self-funded employer healthcare plans, and direct-to-consumer solutions, and iterate thoughtfully to the best-suited model for growth.

3. Build out operations

This leader will grow headcount and standardize operations, implementing the right processes and tools to sustain growth without undermining profitability.



Primary Responsibilities

- Set and execute the company's overall vision, strategy, and long-term growth plan, ensuring alignment across clinical, commercial, operational, and technology functions.
- Lead the development of a scalable telehealth business model, including decisions around service lines, patient populations, payer strategy, geographic expansion, and care delivery channels.
- Own overall financial performance, including revenue growth, profitability, capital allocation, budgeting, forecasting, and achievement of board-approved financial objectives.
- Drive commercial growth through payer, employer, health system, provider, channel, and strategic partnerships, while ensuring a disciplined approach to customer acquisition and retention.
- Ensure delivery of high-quality patient experience with restorative reproductive medicine, with a strong focus on long-term clinical outcomes.

Additional Responsibilities

- In partnership with the Reply medical leadership, oversee regulatory, compliance, privacy, credentialing, licensure, reimbursement, and clinical governance requirements.
- Guide the company's technology and product strategy, ensuring that the telehealth platform is reliable, secure, scalable, user-friendly, and responsive to changing patient and customer needs.
- Establish and monitor key performance indicators across growth, clinical quality, utilization, access, customer satisfaction, margins, and operational performance.
- Build and lead a high-performing team, establishing clear accountability and performance expectations.
- Maintain close partnership with the executive chairman, with regular communication on strategy, opportunities, risks, and operations. Report strategy and progress to the KNDR Board at regular meetings and through informal communications.
- Serve as the external face of the organization with customers, partners, investors, industry leaders, regulators, and other relevant stakeholders.
- Represent KNDR and Reply at conventions, conferences, and other public events.

Professional & Personal Qualifications

The CEO of KNDR must be a proven business leader, capable of independently and autonomously developing and executing a startup healthcare business plan. They must be firmly committed to the mission and vision of the organization, and well-versed in the business and economics of healthcare. They must have the executive presence and leadership to grow and encourage a team, and the ability to pivot across different operational needs of the growing enterprise. They must combine a depth of knowledge about the healthcare regulatory landscape, while shifting readily between strategy, business development, fundraising, operations, and execution.

Specific qualifications are as follows:

Required

- 10+ years of proven experience in healthcare setting in operations, business development, sales and/or strategy.
- 5+ years of proven experience in an entrepreneurial environment (startup, corporate incubator, new division/product line, etc.), and has experienced at least one of the following:
 - "O-to-1" product implementation and growth.
 - Successful organization turnaround into profitability.
 - Leadership through early fundraise rounds, with successful exit.
- Bachelor's degree in business, marketing, or healthcare; or commensurate experience in healthcare business setting.
- Strong knowledge of commercial health insurance, brokerages, and/or direct-to-consumer healthcare solutions.

Preferred

- Knowledgeable about reproductive medicine and the distinctions between contraception and fertility awareness/natural family planning, and between assisted reproductive technology and restorative reproductive medicine.
- Established network of brokers, employers, and/or market connections to accelerate business growth.
- MBA in business, sales, management, or entrepreneurship.
- Competency in leveraging modern LLM and agent solutions to amplify personal productivity.
- Experience working in a private equity environment.

Travel Requirements

The CEO position is fully remote, but will require some travel for business development, partnership meetings, and conference presence.

Leadership Characteristics

- Mission-Oriented – Believes in and endorses the mission and vision of KNDR HealthCare, and lives out the values of the organization.
- Entrepreneurial – Self-starter who proactively solves problems and implements solutions with a positive, growth-oriented mindset.
- Operationally Excellent – Has well-developed playbook for personal and team operations that leads to clear tasks and measurable outcomes borne from strategic planning.
- Growth-Minded – Seeks opportunities to provide value, and does not shy away from the work required to scale a business.
- Humble – Low ego, able to adapt and take direction and guidance from medical leadership and the KNDR Board.



Interested Candidates

Please submit a current resume with all appropriate dates included in a single PDF attachment. Name the file attachment using the following template: LAST NAME, KNDR, CEO.

The search committee is on a fast track to identify and secure KNDR's first CEO. All inquiries and applications will be handled with the highest degree of confidentiality. Candidates should be available to assume the position no later than January 2027.

Additional Information

[KNDR HealthCare](#)

[Reply Fertility](#)

[Reply Clinical Team](#)

[Restorative Reproductive Medicine](#)

[International Institute for Restorative Reproductive Medicine](#)



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Interested in this opportunity? Contact:

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