



## Jordan Feldman

Chief Executive Officer and Co-Founder  
Rightway

Jordan is the co-founder and CEO of Rightway, a modern care navigation and pharmacy benefits manager, revolutionizing healthcare by helping over one million people take charge of their care and prescription journeys. Rightway's next-generation technology and groundbreaking delivery model attack healthcare's top cost categories: prescription drugs, hospital care, and physician and clinical services.

Growing up with a physician for a father, Jordan saw first-hand how having a dedicated, expert advocate could simplify healthcare, improve care quality, and lower costs. At Rightway, his mission is to provide every patient with the same experience by combining intelligent clinical guidance with data-driven personalization to guide them toward the highest-quality, most cost-efficient care and therapies.

In 2019, after seeing that navigation alone couldn't make a meaningful impact in pharmacy care, Rightway developed the industry's most transparent PBM, with an aligned model that drives every prescription to the lowest net cost. For the first time, patients could manage their medical and pharmacy needs in one place creating a single, unified experience across the entire healthcare ecosystem to supercharge patient engagement. Rightway's PBM combines high-touch pharmacy navigation with a transparent and aligned model, unlocking extensive margin trapped in the supply chain and passing it back to plan sponsors and patients.

Prior to Rightway, Jordan was part of both the Mortgage Trading and Investment Banking teams at Goldman Sachs which he left to help found Redbird Capital Partners, a private equity firm focused on tech-enabled services, healthcare, and communications infrastructure.