

CASE STUDY

Virtual-first healthcare startup simplifies complex entity management and cash flow with Corpay Complete.

THIRTY MADISON

Thirty Madison is a family of specialized healthcare brands creating exceptional outcomes for all. They provide expert-driven, affordable treatment across a span of condition areas, including women's health (Nurx), men's health (Keeps), and migraine (Cove). Thirty Madison's proprietary care model and technology empowers nearly a million patients with accessible, effective treatments for a lifetime of care.



THIRTY MADISON

“I am generally making payments out of five or six bank accounts at any point in time. And [Corpay Complete] does it all very seamlessly for us. It handles the legal entity complexity very well.”

— **Amanda Pinger**, Head of Accounting, Thirty Madison

Industry: Healthcare

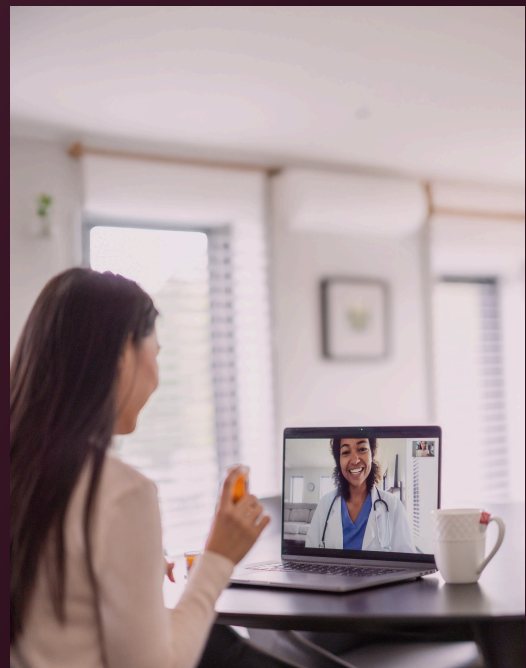
Entities Managed: ~10 subsidiaries

ERP: NetSuite

Employees: ~900

Client Profile

Thirty Madison is a healthcare startup offering direct-to-consumer, outcomes-driven treatment through its brands — Keeps, Nurx, and Cove. Their care model is fully virtual, supported by pharmacy fulfillment centers in New York and Texas. With around 500 employees and a web of state-regulated entities, their finance team needs to move fast and stay in control.



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Challenges

Accounts payable was getting messy. Between state-specific medical groups and pharmacies, the team was juggling payments for about ten separate entities. Thirty Madison's old accounts payable system, couldn't handle the complexity, forcing manual workarounds, siloed reporting, and limited visibility.

Managing payments across multiple bank accounts added to the burden. As a cash-conscious startup, timing was everything. But delayed ACH settlements made it hard to hit month-end targets. And with no easy way to route invoices by brand or vendor, approvals were clunky at best.

Solution

Thirty Madison rolled out end-to-end AP automation with Corpay Complete, bringing everything into one place. Each entity stays separate, with workflows customized by brand and vendor. Now, invoices flow through a centralized system, approvals are quick, and same-day ACH helps the team manage cash in real time.

Achieving cash flow targets on the last day of the month is extremely critical for us," said Amanda Pinger, VP Corporate Controller & Treasurer. "So that same-day clearing is extremely helpful to me."

Thanks to Corpay's direct integration with NetSuite, implementation was completed in under three months.

Results

What used to be a slow, disjointed process is now fast, flexible, and built to scale.

- **Simplified entity complexity:** Pharmacy, medical, and state-specific entities are all managed in one platform, with clean reporting and clear controls.
- **Built-in custom workflows:** Invoices route automatically to the right approvers — even when they vary by brand, vendor, or department — within a single system.
- **Faster payments:** Same-day ACH gives Amanda's team the flexibility to move money exactly when they need to.
- **Easy ERP integration:** Direct sync with NetSuite made for a fast, smooth rollout.

With Corpay, Thirty Madison's finance team has more visibility, less friction, and a system built to grow with them.



**Easy multi-entity
management**



**Custom approval
workflows**



**Fast, same-
day ACH**

About Corpay

Corpay (NYSE: CPAY) is a global leader in payments, helping businesses of all sizes better track and manage spend. Through its unified spend management platform, Corpay Complete, Corpay offers a range of solutions, including Payments Automation, Invoice Automation, Procure-to-Pay, Expense Management, and Commercial Card programs. These solutions empower clients to automate, secure, and streamline business payments while reducing overall costs. An S&P 500 and Fortune 1000 company, Corpay processes 1.9 billion transactions annually and is the #1 B2B commercial Mastercard® issuer in North America. Learn more at www.corpay.com.

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