

Pharmaceutical Commercialization

Q2 2024

Market Update

M&A activity in the Pharma Commercialization services market demonstrated an uptick in transaction count in Q2 of 2024 as compared to the previous three quarters. The increase stems from continued add-on activity from the industry's strategic acquirers and a sustained interest from private equity sponsors seeking a platform investment.

Provident expects M&A activity to remain strong throughout 2024 and beyond as companies continue to adopt data-driven strategies to enhance market access, optimize pricing, and personalize patient engagement. AI-powered platforms are also becoming increasingly important as they can be leveraged to create more efficient marketing and outreach strategies to both healthcare professionals and consumers. Additionally, the shift towards value-based care is influencing drug pricing and reimbursement models, requiring companies to further demonstrate clinical and economic benefits. As a result, both market research and market access firms are in high demand.

Notable Transaction

In April, Shore Capital Partners ("Shore") announced its partnership with their new platform company PRO-Spectus (the "Company"), a patient-centric healthcare consulting firm specializing in patient support services, market access, reimbursement support, and policy strategy.

The Company works with biopharmaceutical companies, medical device manufacturers, and diagnostic firms around the country to help bridge the gap between products and patients. Founder and CEO, Charmie Chirgwin, will continue to lead the Company moving forward with the help of additional operational capacity provided by Shore and their team of operating executives.



PROspectus

Has partnered with



SHORE
Capital Partners

April 2024

Select Transactions

Month	Acquirer	Target	Deal Description
June	 IntegriChain®	 BridgeView LIFE SCIENCES	IntegriChain, a leading data-driven commercialization platform backed by Nordic Capital, acquired BridgeView Data Solutions, the commercial data warehouse and data aggregation assets of BridgeView Life Sciences.
June	 ClinicalMind	 Sensified HEALTH - OPEN COMMUNICATIONS	ClinicalMind, a premier healthcare marketing and communications agency, acquired Sensified, an insights driven medical communications company.
June	 petauri POWERING HEALTH	 Mtech Access  Delta Hat Powered by Petauri	Oak Hill Capital Partners platform, Petauri, acquired Mtech Access and Delta Hat to bolster their market access capabilities.
June	 G&L SCIENTIFIC	 SMART STEP®	G&L Scientific, a regulatory affairs strategy consulting firm backed by Armira Partners, acquired German market access consultancy firm, Smartstep Consulting.
May	 MEDISPEND®	 MEDCOMPLI™	MediSpend, backed by Susquehanna Growth Equity, acquired MedCompli, a compliance software solutions provider focused on simplifying life science compliance management.
April	 BIOSCRIPT GROUP	 enzyme communications	The BioScript Group, a medical communications company, acquired Enzyme Communications to enhance medical writing and scientific content creation capabilities.
April	 ClinicalMind	 11TEN INNOVATION PARTNERS	ClinicalMind, a premier healthcare marketing and communications agency, acquired Georgia-based strategic consulting firm 11TEN Innovation Partners.

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