

HEARTBEAT EXPERTS ACQUIRED BY TRUVEN HEALTH ANALYTICS

COMPANY DESCRIPTION

Heartbeat Experts is the global leader in stakeholder management solutions for the life sciences industry. With emerging trends in value-based reimbursement, life science companies must have a strong value message that engages the right clinical and economic decision makers and Heartbeat Experts' key opinion leader and market access stakeholder data analytics solutions enable its customers to achieve this objective. Heartbeat Experts' solutions identify and engage the most qualified stakeholders (physicians, government officials, regulatory affairs personnel, key industry groups, health plans) involved in new drug and medical device approval and commercialization.

The relationships between drug value and cost is increasingly being scrutinized, and life science companies need to engage in meaningful discussions with health plans and other payers, health economists, clinical experts, employers, and regulatory affairs personnel. Heartbeat Experts' current client list includes all of the top 20 pharmaceutical and 75% of the top medical device companies. The company operates in 22 countries and has offices in New York, Brussels, Singapore, Shanghai, Tokyo, Sao Paulo, and London. With repeated year-over-year double-digit sales growth, the Company has global reach into every critical pharmaceutical market, including the emerging markets.



ASSIGNMENT

Heartbeat Experts was experiencing significant momentum in their business due to their best-of-breed technology-enabled solutions that were benefiting from favorable underlying secular industry trends. They wanted to explore strategic alternatives in efforts to find a partner that could help scale the business to meet the growing demand for its products. Berkery Noyes was chosen due to its unparalleled level of Healthcare IT domain expertise, relationships with the relevant strategic and financial buyers, and transaction experience. After considerable analysis, Heartbeat Experts pursued a competitive, structured auction process with the objectives of maximizing value and finding a partner that shared a consistent strategic vision for the business and offered the opportunity for management and employee placement after the transaction.

RESULTS

Heartbeat Experts was sold to Truven Health Analytics, a leading provider of healthcare analytics and data solutions and services. Truven Health Analytics is owned by Veritas Capital, a leading private equity firm. With the acquisition, the combined businesses will provide a comprehensive range of analytics, data management, stakeholder engagement, strategic consulting, and health economics and outcomes research services to life sciences companies, in addition to a broad range of analytics solutions and services for hospitals and health systems, government agencies, and employers. Berkery Noyes negotiated a transaction that maximized shareholder value with a buyer that shared a consistent vision for the business.

If you're considering selling or raising capital for a business, please contact:

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