

PetskyPrunier

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Petsky Prunier Advises QualityHealth on its Sale to Sharecare

December 3, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised QualityHealth, a leading data-driven platform for identifying patients at large scale, and activating them to take relevant health-specific actions, on its sale to Sharecare, a comprehensive health and wellness engagement platform.



QualityHealth has the largest and most efficient digital patient identification and engagement platform for health-focused companies and organizations. The company's digital platform is highly differentiated in the marketplace due to its superior capability to identify the most relevant in-market health consumers and drive patients with specific health conditions to take specific and relevant health-related actions. As one of the industry's largest permission-based databases, QualityHealth has more than 50 million registered members and touches 100 million health consumers each month across 175 different health, wellness, and therapeutic categories.

The acquisition of QualityHealth has the potential to more than triple Sharecare's reach into the markets supported by its pharmaceutical and health system partners. The combination of QualityHealth's patient activation engine with Sharecare's best-in-class engagement platform allows the companies to pursue opportunities with other segments that demand large-scale acquisition capabilities, such as health plans and health exchanges.

QualityHealth's chairman and CEO Rob Rebak will join the company as president of consumer solutions for Sharecare. He will continue to oversee QualityHealth and will also lead a new centralized Sharecare team focused on consumer revenue, partnerships, and member acquisition. QualityHealth will retain its office in Jersey City, New Jersey.

A team from Petsky Prunier, led by Christopher French, Sanjay Chadda, and Matthew Kratter, served as exclusive financial advisor to QualityHealth.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from nine offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.