

Petsky Prunier Advises Hayes on its Sale to TractManager

November 16, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised Hayes, Inc., an industry leader in providing clinically-focused, evidence-based research and analysis to health plans, insurers, hospitals, healthcare systems, accountable care organization (ACOs), and government agencies, on its sale to TractManager, Inc., the healthcare industry’s largest supplier of strategic sourcing and contract lifecycle management (CLM) solutions, a portfolio company of Arsenal Capital Partners.



Hayes, based in Lansdale, Pennsylvania, has been empowering clinicians, health plan policymakers, and government agencies for more than 25 years in their mission to make sound, unbiased decisions based upon comparative effectiveness, quality, and patient outcomes. The company, a highly respected leader in health technology research and consulting, is dedicated to the delivery of high-quality healthcare and improved outcomes through the integration of evidence into decision-making and policy development. Hayes’ payer clients represent 200 million covered lives in the U.S.

The acquisition of Hayes deepens TractManager’s professional services sourcing portfolio and expands the market opportunities for the company’s contract management solutions. Hayes’ data has already been integrated with TractManager’s MedApproved product evaluation workflow solution.

Serving the healthcare industry with integrity for more than 30 years, TractManager is the first-mover in strategic sourcing and enterprise contract lifecycle management. The company’s advisory services wrap around each solution component to optimize purchasing and service category management, while supporting best-practice contracting processes. TractManager’s strategic sourcing division, MD

“Petsky Prunier has been an outstanding transaction advisor. They combine deal-making savvy with an impressive understanding of the HCIT marketplace. Most importantly, they helped us complete a transaction with a best-in-class strategic partner.”

Winifred S. Hayes, R.N., Ph.D., A.N.P.
Chief Executive Officer & Founder, Hayes



Buyline, includes Hayes, and MedApproved, and is dedicated to helping clients improve their cash flows by reducing their capital and non-labor costs, and standardize their contract management processes to meet regulatory requirements. The MediTract division supports hospitals and healthcare facilities with an enterprise contract lifecycle solution.

Petsky Prunier, with a team led by Christopher French, served as exclusive financial advisor to Hayes.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement 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. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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