

Market Access for Pharma and Life Sciences

Overview

A highly successful pharmaceutical and life sciences marketing agency seeks to acquire a Market Access consultancy or agency. Companies that provide consulting or marketing services to assist pharmaceutical or medical device companies launch new products are of particular interest. Services can be provided along any point in the product development life cycle as well as post launch, including both market access and demand pull through.

The seller may choose to continue to work at the company or exit and may also choose to retain equity in the company or sell all equity for cash.

Investment Criteria

Specific criteria for investment are as follows:

- Areas of interest
 - Companies that focus on Market Access, including developing variable pricing strategies to maximize accessibility across payors
 - Companies that assist with demand pull-through, marketing drugs to physicians or other healthcare providers
 - Health economics research and regulatory support
- Ownership situations
 - Founder, family, or employee owned
 - Private equity backed or VC sponsored
- Geography
 - North America headquarters
- Size
 - No specific size or financial requirements

Transaction Structure

- Buyout, providing a complete or partial liquidity event for existing owners
- Ongoing economic participation by existing owners or management, if desired

Contact

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