

Market Update

The healthcare education sector exhibited robust consolidation activity in the first quarter of 2022. Continuing medical education (CME) and professional training, in particular, has been the most active segment in terms of M&A activity. Recent deal flow has been driven by the consolidation of tech-enabled CME services, aimed at diversifying service lines and adapting to pandemic-impacted operations.

Investors pursuing this tech-enabled thesis are extremely diverse, ranging from healthcare IT companies to broader education platforms to financial sponsors. Physitrack, for example, a physiotherapy SaaS platform, acquired CME provider PTcourses.com, citing synergies that are expected to expand the margin profile of the platform to 45%.

Provident expects healthcare education M&A momentum to accelerate throughout 2022 as a range of platforms and new investors increasingly look to capture market share in the CME space.

Notable Transaction



In March 2022, TRC Healthcare, a portfolio company of Levine Leichtman Capital Partners, announced its acquisition of Qure Healthcare. Based in San Francisco, California, Qure provides proprietary simulation courses measuring clinical practice to over 20,000 physicians. The deal represents TRC's continued optimism in the CME and professional training sector following its three prior acquisitions in the space. TRC acquired CriticalPoint, NetCE, and Bula Intelligence in 2020 and 2021, highlighting the uniquely favorable tailwinds perpetuated by COVID-19.

The transaction demonstrates the strong appetite for investment across the sector and the ability for a pure play healthcare education platform to scale successfully.

Select Transactions

Date	Target	Acquirer	Sponsor/Ticker	HQ	Deal Description
March	QURE Healthcare	TRC Healthcare	Levine Leichtman Capital Partners	CA	TRC's acquisition of QURE expands the platform's professional education services to include online simulation courses for over six specialties and eight provider types
February	Medical Marketing Solutions Group	Red Nucleus Solutions	The Riverside Company	NJ	The addition of MMSG will bolster Red Nucleus' comprehensive service offerings with content development and educational services for a wide array of life sciences clients
January	PTcourses.com	Physitrack	STO: PTRK	TX	Physitrack's investment signifies the appeal of continuing medical education as a complementary service to broader healthcare IT platforms as well as the London-based company's acceleration of expansion in the U.S.

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Healthcare Education Whitepaper

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