

# Pharmaceutical Commercialization

Q3 2024

## Market Update

Q3-2024 presented similar transaction volume to the second quarter of the year, and heightened levels relative to 2023 activity. Following the Federal Reserve's September rate cut, more favorable capital markets and increased private equity interest continue to lay a foundation for accelerated add-on activity and additional platform creations.

As global lending markets continue to open with more favorable pricing, pharmaceutical companies and biotech operators are likely to take advantage of borrowing conditions to finance expansion and invest in drug development initiatives, thereby increasing the demand for outsourced commercialization services. In response, commercialization firms are striving to differentiate themselves by specializing in niche areas that will attract reliable wallet share from pharmaceutical and biotech clients. M&A will continue to play a critical role as companies pursue strategic partnerships aimed at creating integrated, full-service models in an increasingly competitive market.

## Notable Transaction

In September, PharmaCord (the "Company"), a leading provider of patient services and commercialization solutions, announced that funds advised by Permira have completed an investment in the Company.

PharmaCord operates with the mission to simplify the patient therapeutic journey for drug manufacturers through advocacy, pricing, and adherence efforts. The partnership will enhance PharmaCord's ability to improve patient access and therapy adherence for over 100 active pharmaceutical products and drugs while providing additional resources for operational expansion and tech-enabled transformation.



## Select Transactions

Month	Acquirer	Target	Deal Description
September			Danforth Advisors, a provider of financial and strategic consulting for life science companies, acquired Advyzom, a leading pharma regulatory affairs consultant.
September			Citrus Health Group, a NaviMed platform, acquired Mirador Global, an evidence development firm specializing in forecasting strategies and enhancing client access to market planning.
August			Petauri, Oakhill Capital's full-service platform, acquired Blueprint Oncology, Cogency, Verascity, and Blendworks from the Brightly Network, strengthening its medical communications expertise in oncology, hematology, and rare diseases.
July			Datapharm, a leader in medicines information, acquired Original Digital, a catalyst in SRD search technology, expanding its global access to critical healthcare data.
July			JPA Health, a distinguished public relations and marketing agency, expanded its global reach through the acquisition of AKT Health, an award-winning communications agency.
July			IntegriChain, backed by Nordic Capital, acquired Federal Compliance Solutions, a leading government pricing and contracting advisory firm.

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### Market Update

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