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acquired byFASC acted as the exclusive
financial advisor

First Analysis acted as the Exclusive Financial Advisor to PrescribeWellness in its sale to Tabula Rasa HealthCare

CHICAGO – March 7, 2019 – First Analysis acted as the exclusive financial advisor in the sale of PrescribeWellness, a leading cloud-based patient relationship management solutions company. First Analysis provided advisory expertise to PrescribeWellness throughout the transaction, including preparation, positioning, investor coordination and contact, due diligence and negotiation.

The purchase was made by Tabula Rasa, a healthcare technology company advancing the field of medication safety. This purchase will enable the combined company to expand medication risk mitigation programs in community pharmacies and provide community pharmacists with clinical revenue opportunities beyond traditional dispensing activities.

“First Analysis delivered on everything it promised,” noted Al Babbington, CEO of PrescribeWellness. “Their industry expertise and thoughtful process provided us with several options and empowered us to select the ideal partner for PrescribeWellness. Together with Tabula Rasa, we look forward to continuing our mission of inspiring collaboration for better health.”

“We are pleased with the outcome for PrescribeWellness and Tabula Rasa,” remarked Brian Friedman, Managing Director at First Analysis. “The combination of these businesses enables the combined company to accomplish far more for patients, pharmacies, health plans and providers than they could as stand-alone entities.”

Headquartered in Irvine, CA, PrescribeWellness is a leading cloud-based patient relationship management company that inspires collaboration between pharmacies, payers, providers, pharmaceutical companies, and patients for better health. The company enables cooperation between disparate healthcare systems for better health across America by connecting patients to locally owned community pharmacies. Its proprietary cloud-based platform empowers pharmacists to provide more effective preventive healthcare services, which improve medication adherence, chronic disease management, transitions in care and population health. With data integration and behavioral science as the foundation, PrescribeWellness software solutions position the pharmacist at the center of community healthcare prevention.

For more information about this transaction, or with questions about how we can assist you or your clients, please contact the following First Analysis representative:

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About First Analysis

Founded in 1981, First Analysis has a 38-year track record of serving emerging growth companies and established industry leaders within its focused areas of domain expertise. Our investment banking practice leverages industry insights developed through our equity research and private equity activities to deliver value to clients across the life cycle of a business. Providing senior-level attention to every client, First Analysis offers superior execution across a comprehensive range of investment banking services, including M&A advisory, public equity and debt financing, and private equity placements.

For additional information about how the investment banking professionals at First Analysis Securities Corporation can help you, please visit our website, www.firstanalysis.com , or call us at (312) 258-1400.