

Clinical Site Services and Patient Advertising Guru Acquired by American Clinical Research Services to Add Tech-Enabled Patient Recruitment Capabilities



Both the volume and complexity of clinical trials have increased significantly over the past decade as the trend toward specialized and precision medicines has grown. Clinical studies are increasingly decentralized and require more diverse patient populations, but stagnant patient participation levels continue to be a challenge. All of these factors have driven study costs to all-time highs, driving sponsors to demand more advanced patient recruitment, engagement, and adherence technologies to enable more efficient trial execution. Unfortunately, the majority of clinical trial sites and coordinators lack the necessary tools, expertise, and time to meet this demand.

Founded in 2005, Clinical Site Services (CSSi) is a full-service, global patient engagement organization offering customized site-centric recruitment solutions that increase site-level effectiveness, accelerate recruitment timelines, and improve patient retention. The Company has strategically planned and executed recruitment campaigns in 30+ therapeutic areas across 50+ countries, drastically improving potential patient pull-through

and the conversion of interest into enrollment via its network of Local Enrollment Specialists (“LES”).

Patient Advertising Guru (PAG), an affiliate CSSi, is a niche provider of advertising and media buying services for the healthcare industry. These industry-leading capabilities made CSSi and PAG ideal acquisitions for American Clinical Research Services (ACRS), a Site Management Organization (“SMO”) and portfolio company of Latticework Capital Partners. The combination of ACRS’ growing site network and CSSi and PAG’s patient pull-through capabilities creates a powerful end-to-end value proposition for sponsors and CROs.

Crosstree’s granular knowledge of the entire clinical trial execution ecosystem and the SMO industry in particular helped CSSi and PAG evaluate a diverse set of potential strategic and financial partners and identify ACRS as the ideal fit of complementary capabilities. The resulting acquisition will enable CSSi and PAG to accelerate growth, further expand their service offerings and increase its global reach.

Crosstree helps clients identify optimal transaction partners to accelerate growth and enhance value for all stakeholders.

ABOUT CSSI AND PAG



CSSi was founded in 2005 and has become a major global, full-service patient recruitment company. A leader in the industry, CSSi delivers strategic patient recruitment, enrollment and retention solutions to study sponsors and CROs. With over 15 years of clinical trial experience in over 40 countries, CSSi has strategically planned and executed recruitment campaigns in more than 30 therapeutic areas.

Patient Advertising Guru, an affiliate of CSSi, is a niche provider of advertising and media buying services that exclusively serves the healthcare industry. Guru offers clients patient-driven advertising expertise and access to its tremendous purchasing power, enabling Guru to pay far less for advertising.

ABOUT ACRS



American Clinical Research Services Holdings was founded to improve the quality of life for millions of Americans through scientific research. Given the challenges in patient recruiting and the increased complexity around clinical trials, ACRS is focused on the opportunity to achieve efficiencies in a highly fragmented sector. ACRS is a portfolio company of Latticework Capital Partners, a growth oriented private equity firm focused exclusively on the healthcare industry. The firm is currently managing over \$335 million of assets across its multiple institutional healthcare funds.

CROSSTREE'S EXPERTS ARE SPECIALISTS IN THE NUANCES OF HEALTH SCIENCE AND PROVIDE:

- Deep analytics of capabilities and gaps
- Systemized tactical strategies and a road map to success
- Engaged experts in market analysis, financials, and premium valuations
- Targeted and qualified prospects
- Up-to-date industry trend analysis and forecasting

All while prioritizing corporate core values.

MEETING THE NEEDS OF BOTH THE BUYER AND THE SELLER — BY THE NUMBERS AND BEYOND — IS CROSSTREE'S SPECIALTY.

Crosstree's [proven track record](#) of superior outcomes is the result of balanced, hands-on guidance from start to close. Partner with the leading health science experts today.



SHANE SENIOR, CFA

Co-Founder &
Managing Director

shane.senior@crosstreecapital.com
813-774-4755