

CASE STUDY

Critical Guidance and Connections for a Private Equity Firm Considering Acquisition

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OVERVIEW

A major private equity firm was considering a large investment in a multi-national corporation that is a major player in the development, manufacture, and supply of radiopharmaceutical products used in the diagnosis and treatment of cancer.

Quality Advisement

Let's face it: In the life science industry, there's challenges at every turn.

Thankfully, Bracken's team is comprised of talent from the biggest names in pharma, digital health, medical imaging, and software to back our clients with industry knowledge and subject matter expertise.

We'll support you and your team with quality advisement to ensure you have the knowledge needed to make only the best, evidence-based decisions.

The life science markets are tough to navigate---don't go it alone.

KEY SERVICES & DELIVERABLES

- Analysis, insight, and guidance from a Regulatory perspective
- Insight and guidance regarding science, technology, and products
- Fast-tracked connections to KOLs in radiopharmaceuticals
- Facilitating and leading conversations between the client and KOLs
- An exhaustive competitive report on 6 different radiopharmaceutical products, including insights on the cost/benefit of each

TOOLS AND TECHNIQUES



Regulatory consulting



Merger and acquisitions




Data analytics



 TheBrackenGroup.com

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Newtown, PA 18940

THE CHALLENGE

FINDING THE RIGHT CONSULTING

To properly evaluate the opportunity, the private equity firm needed to find consultants who could advise on the strength and future potential of corporations operating in the radiopharmaceuticals space.

The firm had considered a number of consultants but did not find the experience and expertise it was looking for until it discovered Bracken.

- The task that Bracken was asked to take on was multifaceted, complex, and high pressure.
- The project would require expertise in radiopharmaceuticals, regulatory affairs, and due diligence.
- At stake was a potential deal valued at several hundred million dollars. Bracken would need to deliver within weeks.
- The client firm was using renowned, world-class resources for other facets of the exercise and Bracken would need to demonstrate that it, too, was world-class.



THE DETAILS

- The client: A major private equity firm based in New York City
- The client's question: Should it move forward with a potential acquisition of a multi-national radiopharmaceutical company?
- The task for TBG: Investigate, analyze, and report on the strength and future potential of the radiopharmaceuticals company
- Duration of the assignment: 6 weeks

THE BRACKEN SOLUTION

Bracken's experts in radiopharmaceuticals, regulatory affairs, and due diligence would all be at the table. In addition to executing on their individual aspects of the assignment, they would connect and collaborate daily in working toward a comprehensive assessment.

Part of the due diligence assignment included the need to understand the potential for competitive radiopharmaceutical products in the market place. To address this, Bracken's sister company, Bracken Data, was engaged to take a critical look at relevant clinical trial activity, project future NDAs, and forecast future activity in radiopharmaceuticals.

Finally, Bracken's Managing Partner, Colin Miller, would introduce the client firm's team to eight key opinion leaders in radiopharmaceuticals and facilitate the key conversations that followed.

THE RESULT

M&A CONFIDENCE

Thanks to the reports and insights provided by Bracken — in addition to the meetings with key opinion leaders that Bracken facilitated — the client team had the benefit of all relevant information and insights regarding the strength and promise of the deal it was considering and acted with confidence. Furthermore, the firm has expressed interest in working with Bracken on future projects.



THE TAKEAWAY

Whether you are managing complex, high-pressure, high-value projects on a global stage or something more modest, you can trust the team at Bracken to vigorously attack your challenge with a multi-faceted yet integrated approach that allows you to thoroughly understand the opportunities and threats in front of you, and move forward with confidence.