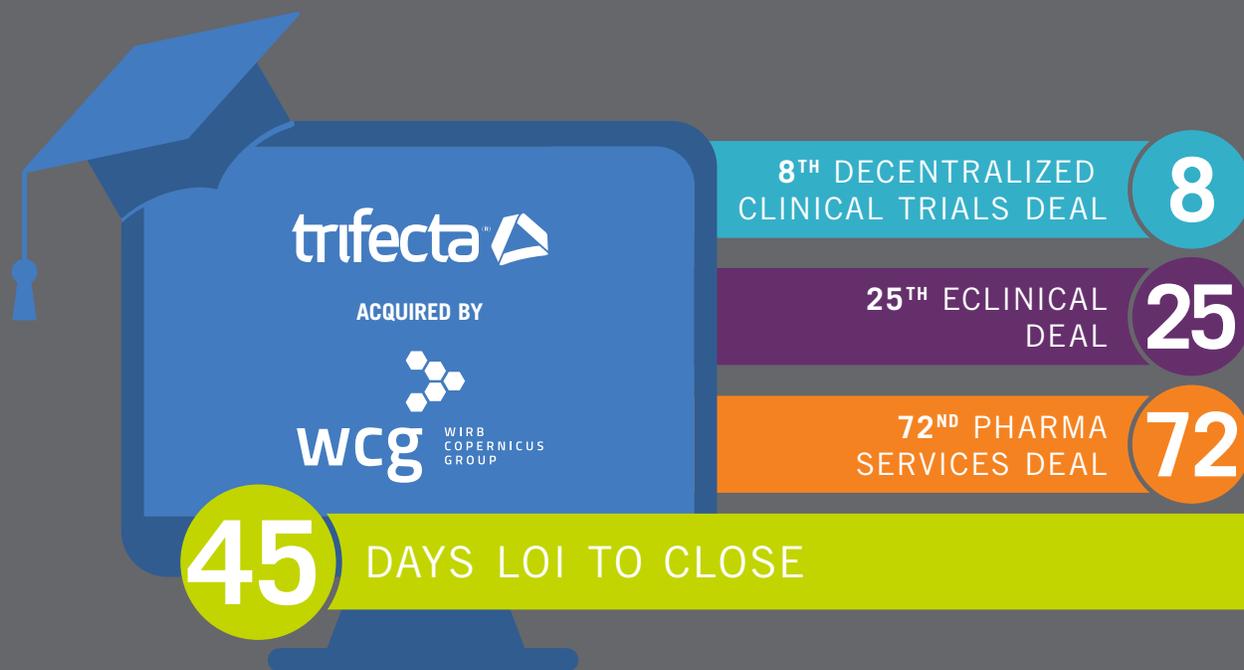


Uniting Trifecta's Remote Study Startup and Compliance Support With WCG's Suite of "Smart Trial" Solutions



COVID-19 caused sudden and abrupt disruption to clinical trials as a result of travel and in-person restrictions on both patients and providers. Trifecta Clinical was uniquely positioned with technology, expertise, and reach to meet urgent market demand for remote study startup solutions. In addition, Trifecta became a critical partner in the race to develop vaccines for COVID-19, partnering with more than nine pharmaceutical companies and research organizations across 15 trials. Moreover, Trifecta donated all such services to assist in the acceleration of the development timeline.

Industry adoption of Trifecta's solutions switched from being project-based to becoming a cornerstone of trial execution throughout many sponsors' portfolios. Management sought to capitalize on its leadership position by partnering with a complementary global leader. Alignment of synergies, strategy, culture, and complex dynamics influenced valuation, and limited management capacity created a challenging obstacle.

Crosstree — with our deep domain expertise, grit, and agility — is uniquely qualified to assist clients in achieving successful outcomes for demanding, complex situations as proven by our latest success.

Our goal is to match specialized companies with those of complementary culture, synergies, and strategy.

THE SELLER:



A proven leader in technology-enabled clinical trial solutions, Trifecta is at the forefront in the transformation of remote clinical trial execution and compliance. With a mission of “More Trial and Less Error,” Trifecta offers a unified portfolio of in-person, mobile, and online/on-demand clinical trial solutions through a proprietary, automated platform supporting clinical trial site and investigator training, communication, and certification. In addition, Trifecta offers integrated regulatory document workflow for sites, including safety letter distribution.

Market demands for Trifecta’s suite of services caused surging growth, and the opportunity to “meet the moment” drove the decision to search for a partner to help Trifecta fulfill its burgeoning responsibilities. However, limited leadership capacity left the company with insufficient time and resources to identify the right partner.

THE BUYER:



WCG is an industry leader delivering transformational solutions for clinical trials. They provide services that foster compliance and maximize efficiency for those in science and medicine, empowering their mission to develop the therapies and medicines that improve quality of life.

WCG’s acquisition of Trifecta includes the latter’s comprehensive site communication platform InvestigatorSpace®, virtual training programs, and safety documentation services, expanding the range of specialized services and solutions WCG offers and enhancing the ability to connect sites, sponsors, and CROs across the clinical trials ecosystem.

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