

Healthcare Overview

Recent Acquisition Activity



Baird Capital Partners acquired New Vitality, a leading direct marketer of premium nutritional supplements and personal care products.

March 2010



Baird Capital Partners acquired Medical Education Technologies, Inc. (METI) from L-3 Communications. METI is a leader in developing and selling high-fidelity human patient simulation products and related services to the healthcare education and training marketplace.

October 2008



MedData, a Baird Capital Partners portfolio company, a provider of revenue cycle management services focused on emergency and critical-care medicine, acquired Summit Health Care Services and Peak Emergency Medical Billing in 2008.

*May 2008
October 2008*



Baird Capital Partners formed MedPlast with the acquisition and merger of two leading healthcare products manufacturers. The merger of ATP's Engineered Rubber & Plastics Group and K&W Medical Specialties, Inc., creates a leading healthcare platform.

April 2008

Investment Criteria

Baird Capital Partners leverages in-depth industry knowledge, an experienced investment team and a network of global relationships to serve as a value-added partner for companies in the Healthcare sector. BCP's Healthcare investment team seeks opportunities for change-of-control and growth investments in established and profitable companies valued between \$25 and \$125 million, with a focus on the following healthcare industry sectors:

Healthcare Products

- Plastic surgery/dermatology
- Orthopedics (bracing/rehab)
- OEM (outsourced contract manufacturers of medical devices/equipment)
- Surgical instrumentation
- Infusion systems
- Diagnostic and medical education products
- Critical care/chronic care
- DME (ambulatory aids, home medical equipment, etc.)
- Nutrition/fitness-related products

Healthcare Services

- Medical revenue cycle management/healthcare transaction processing
- Healthcare Information Technology (HCIT)
- Outsourced healthcare/insurance administration models (claims, enrollment, risk management, underwriting)
- Disease management/medical cost containment
- Healthcare staffing
- Outsourced healthcare facility services (pharma, asset management, IT, etc.)
- Medical supplies distribution

Select BCP Healthcare Investments



Campbell Alliance Group, Inc. is a specialized management consulting firm serving the pharmaceutical and biotech industries from its locations in Raleigh, N.C., Parsippany, N.J., Los Angeles, San Francisco, Chicago, Boston and New York City.



Ellman International, Inc. is a manufacturer of electro-surgery devices that improve outcomes and reduce scarring in dermatological, dental, soft tissue and other surgical procedures in the United States, Europe and Asia.



Marshall Erdman & Associates is engaged in the architectural design, engineering and construction of health care facilities throughout the U.S. BCP partially exited its investment in Marshall Erdman & Associates through its merger with Cogdell Spencer Inc. in March 2008.



MedData, Incorporated is a premier medical billing, coding and data management company that provides outsourced revenue cycle management services to emergency medicine and hospitalist physician groups and staffing firms.



MedPlast, Inc. is a manufacturer of precision molded plastic and rubber components, serving the healthcare and select commercial markets. Headquartered in Tempe, Ariz., MedPlast operates five plants across the United States with approximately 800 employees.



METI, headquartered in Sarasota, Fla., is a leader in developing and selling high-fidelity human patient simulation products and related services to the healthcare education and training marketplace. BCP acquired METI from L-3 Communications in October 2008.



New Vitality is a leading direct marketer of premium nutritional supplements and personal care products.



PharMEDium Healthcare Corporation is a leading provider of outsourced pharmacy compounding services to the hospital market. BCP partially exited its investment through a recapitalization of PharMEDium in October 2007.



The Hygenic Corporation manufactures and markets branded and private label healthcare and fitness products, including those marketed under such brands as Thera-Band®, BioFreeze®, Dyna-Band®, Aquafins™ and Parabath®. BCP exited its investment in May 2007 through a sale of the company.

BCP Overview

Baird Capital Partners, the U.S.-based buyout fund of Baird Private Equity, invests in lower middle-market companies in the Healthcare, Business Services and Manufactured Products sectors. Baird Capital Partners leverages its deep sector knowledge, experienced investment team and extensive global operating resources to drive value in its portfolio companies. Baird Capital Partners is supported by operating resources in China (Beijing, Hong Kong and Shanghai) and India (Bangalore) focused on facilitating and executing Asia sourcing, manufacturing and distribution strategies for BCP's portfolio companies. For more information, please visit bairdcapitalpartners.com.

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