



THE  
*Baldwin & Clarke*  
COMPANIES

Media Contact:

Peter Clarke, [ptc@bcfinance.com](mailto:ptc@bcfinance.com) or (603) 668-4353

[For Immediate Release]

## **Baldwin & Clarke Corporate Finance, Inc. plays key role in sale of NH healthcare company**

**- Compass Healthcare Advisers of Bedford, NH completes sale to Vitals -**

---

Bedford, NH- November 19, 2014: Baldwin & Clarke Corporate Finance, Inc. (BCCF) announces the firm's role as the exclusive financial advisor to Compass Healthcare Advisers in its sale to New Jersey-based Vitals, a leader in providing health care transparency tools and data. BCCF was hired to help the Management and Shareholders of Compass assess their business opportunities and alternatives as they sought to carry out their mission of improving health care cost, transparency, and patient engagement. BCCF's work began with an in-depth business valuation and expanded to work strategically with Management on identifying the best path to rollout their products nationally and to the right audience. BCCF is proud to have assisted this compelling business combination between Compass and Vitals as they diligently work to help employers and patients access high quality, low cost health care in a transparent manner.

"Our professionals helped evaluate options ranging from raising capital from venture capitalists and private equity providers to partnering with synergistic industry players that would best position Compass and its shareholders for success going forward," said William Conrad, Managing Director of Baldwin & Clarke Corporate Finance, Inc. "We believe our team has the right blend of experience, creativity, and resourcefulness to help entrepreneurially-oriented businesses not just locally, but across the U.S. successfully achieve their strategic objectives, be that through an expansion, a partnership, or sale."

Nick Vailas, Chairman and Co-Founder of Compass said, "Compass was seeking a strategic partner, and found one in Vitals, that could bring capital, capability, and complementary intelligence to help advance our reach and scope within the healthcare industry. We turned to Baldwin & Clarke to help facilitate this partnership. Throughout the process, though complicated, the team at Baldwin & Clarke kept us informed and well represented. The outcome of the transaction has been positive, resulting in a stronger company positioned to better fulfill its original mission of allowing employees to better shop their healthcare experiences."

Compass engaged the McLane Law Firm as their legal counsel in their sale to Vitals, led by Patrick Closson, Managing Director and Chair of their Healthcare Group, and his experienced team of corporate attorneys.

### **ABOUT BCCF:**

BCCF is a division of The Baldwin & Clarke Companies and provides sophisticated investment banking, business valuation and corporate financial advisory services to small and middle market entrepreneurial companies and divisions of publicly traded corporations. Our professional staff includes individuals with

extensive and diverse backgrounds in public and private securities offerings, corporate finance, mergers & acquisitions, banking, public accounting, and appraisal and valuation analysis.

### **ABOUT THE BALDWIN & CLARKE COMPANIES:**

Baldwin & Clarke is an integrated, multidisciplinary and independent financial services company designed to provide comprehensive solutions to entrepreneurs, professionals and their families. Our business philosophy has developed over the course of 40 years and is predicated on delivering high quality, custom-tailored financial services unique to every client. Baldwin & Clarke's services include investment banking, wealth management, comprehensive financial, estate, and succession planning as well as business continuity planning, risk management, and retirement plan design and administration.

### **ABOUT COMPASS HEALTHCARE ADVISERS**

Compass educates patients about the huge price differentials for common inpatient and outpatient health care services in their area, then provides the tools to quickly and easily shop hundreds of services based on price, quality and location. Compass Smart Shopper was the first health care transparency service to integrate financial rewards into a consumer engagement program and it works. Clients see a significant jump in patient engagement rates when cash rewards are provided. And employers and health plans see measurable savings. Compass transforms patients into active health care consumers, armed with the power to significantly reduce claims costs and take control of their health care financial decisions.

### **ABOUT VITALS**

Vitals is reinventing the way people choose doctors and medical facilities. They provide increased transparency of cost, quality and access information to support effective decision making when choosing a doctor or medical facility. Vitals brings together actionable data, digital tools and consumer expertise to empower consumers to make more informed, higher-quality and lower-cost decisions about their care. Through health plans, hospitals and leading consumer websites, Vitals helps more than 150 million people each year access information for better, more affordable care.

The Baldwin & Clarke Companies  
Coldstream Park · 116B South River Road · Bedford, NH 03110  
Tel (603) 668-4353 · FAX (603) 622-1107 · Outside NH (800) 639-2711