

**DATE**

January 13, 2021

**SECTORS**

Education  
Healthcare  
Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Justin Balciunas**  
Managing Director



**Emily Mayer**  
Vice President

**UN SDG ACTIVITY**



# DC Advisory advised Brentwood Associates on its recapitalization of MedBridge



## Background

- MedBridge Inc. (MedBridge) is a provider of patient engagement and clinical education solutions for healthcare professionals
- MedBridge’s SaaS platform provides evidence-based clinical and professional education, patient education, and home rehabilitation content for medical and allied health professionals across multiple specialties
- MedBridge serves 1,700+ organizations nationwide, helping to improve outcomes and support value-based care, staff retention, risk mitigation, and the patient experience

## Process

- DC Advisory (DC) advised Brentwood Associates (Brentwood) on its recapitalization of MedBridge
- DC was able to utilize its knowledge of MedBridge and extensive prior experience in the healthcare continuing education and training market to guide Brentwood to a successful outcome

## Outcome

- Brentwood recapitalized MedBridge in December 2020
- Brentwood’s investment will support MedBridge’s continued growth of digital patient and provider engagement solutions, future acquisition opportunities and expansion into new healthcare markets

- Brentwood is a Los Angeles-based private equity investment firm with a 30+ year history of investing in middle-market growth-oriented consumer and technology-enabled business services companies