



CONNECTIVERx ACQUIRES PITTSBURGH-BASED CAREFORM TO FURTHER SPEED-TO-THERAPY AND PATIENT ENGAGEMENT FOR SPECIALTY DRUGS

WHIPPANY, NEW JERSEY, November 15, 2017 – ConnectiveRx (<http://www.connectiverx.com>), a leader in helping patients with affordability, access and medication adherence messaging, has acquired Careform (<http://www.careform.com>), a leader in technology-enabled “hub” services driving patient and provider engagement and support. The acquisition, which was completed Tuesday, November 14, 2017, will enable both ConnectiveRx and Careform to improve patient outcomes by improving speed-to-therapy, and prescription compliance and persistence.

In addition to its proprietary BrandHub platform, Careform’s highly experienced team of case managers and technologists solve healthcare challenges by efficiently deploying technology to enhance product access. The company also offers electronic reimbursement support, clinical support that includes therapy management protocols supported by nurses and pharmacists, REMS administration monitoring, patient assistance qualification and fulfillment, benefits investigation, prior authorization and FDA-compliant eSignature.

“The ConnectiveRx mission is to simplify how people get and stay on medications. The opportunity exists to remove barriers that make it difficult for patients to quickly get on therapy for complex specialty drugs,” said Harry Totonis, CEO of ConnectiveRx.

“Careform will enhance and broaden our existing solutions for our biopharmaceutical customers with specialty medications. We are delighted to be working with Careform to better serve our customers and improve outcomes for patients, providers and healthcare.”

“Joining forces with ConnectiveRx is mutually beneficial. Because our products and services are truly complementary, we will be able to deliver true end-to-end patient access services: hub services fully integrated with affordability and adherence messaging solutions,” said Steve Fleck, founder and CEO of Careform. “Together, we are poised to become the leader in innovative pharmaceutical services.” Mr. Fleck added that Careform will remain in Pittsburgh.

“We are excited to support the continued growth of ConnectiveRx through the acquisition of Careform,” said Ben Marshall, Principal at Genstar Capital. “Careform adds a leading technology-based hub capability to ConnectiveRx’s expanding suite of solutions for specialty medications.”

About ConnectiveRx (<http://www.connectiverx.com>)

Headquartered in Whippany, New Jersey, ConnectiveRx delivers affordability and adherence messaging solutions through all stages of the patient's medication journey to help them get and stay on their medications. The company provides these solutions to over 125 biopharmaceutical manufacturers. ConnectiveRx is also home to PDR, a trusted brand with a 70-year history of delivering medication information to healthcare professionals nationally. Follow @ConnectiveRx on LinkedIn, Twitter and Facebook.

About Careform (<http://www.careform.com>)

Based in Pittsburgh, Pennsylvania, Careform was founded in 2012 to simplify access to specialty pharmaceuticals through technology-enabled patient support services. BrandHub delivers inventory management, EHR integration and therapy cycle management to identify and remove barriers to patient access through its team of logistics experts dedicated to advancing the customer's brand to providers, payers and patients.

About Genstar Capital (<http://www.gencap.com>)

Genstar Capital is a leading private equity firm that has been actively investing in high-quality companies for more than 25 years. Based in San Francisco, Genstar works in partnership with its management teams and its network of strategic advisors to transform its portfolio companies into industry-leading businesses. Genstar manages funds with total capital commitments of approximately \$9 billion and targets investments focused on targeted segments of the industrial technology, healthcare, financial services and software industries.

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