

BRAFF WAS SELLSIDE ADVISOR

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## SimplicityRX

Based in Ohio, SimplicityRX, LLC was recently acquired. The URAC and ACHC accredited pharmacy provides services in eight additional states. SimplicityRx primarily treated Hepatitis C along with Crohn's Disease, Rheumatoid Arthritis, and Cardiovascular conditions. The Braff Group provided exclusive merger and acquisition advisory services to SimplicityRX.

The Braff Group is the leading mergers and acquisitions advisory firm specializing exclusively in health care services, including behavioral health, digital health, home health and hospice, pharmacy services, urgent care, health care staffing, home medical equipment and ancillary health care services. The firm provides an array of sell-side only transaction advisory services including representation, debt and equity recapitalization, strategic planning, and valuation.

Celebrating our 20-year anniversary, The Braff Group has completed more than 320 transactions. According to Thomson Reuters, The Braff Group has repeatedly been ranked among the top five health care mergers & acquisitions advisory firms.

For more details, please contact Pharmacy Services Managing Director Reg Blackburn: