Bright Behavior Acquired by ABA Connect

PITTSBURGH, August 23, 2023 - BrightPath Health Holdings, LLC d.b.a. ABA Connect is pleased to announce it has completed the acquisition of Colorado Springs-based Bright Behavior, LLC (“Bright Behavior”). ABA Connect, backed by MBF Healthcare Partners II, L.P., is a provider of high-quality applied behavior analysis (“ABA”) therapy to children and adolescents with autism spectrum disorder (“ASD”). The combined company provides services to families throughout a network of 11 clinics across Texas and Colorado.

The Braff Group originated the transaction and served as the exclusive mergers and acquisitions advisor to Bright Behavior.

“Bright Behavior has been a pillar of excellence in the Colorado autism services community for many years and we are excited to partner with Shasta and her team to continue serving more families in Colorado Springs and neighboring communities,” said Kirsten Brooks, Founder of ABA Connect. “Not only does this acquisition allow us to serve more families and expand outside of Texas, but the team at Bright Behavior also brings significant capabilities into our organization.”

Shasta Brenske, the founder of Bright Behavior, will serve as Chief Clinical Officer for the combined company. She stated, “We are looking forward to leveraging the foundation at ABA Connect to rapidly expand access to services, invest further in our clinicians and employees, and continue to raise the standard of delivering these critical services to children in need of them.” Russ McGuire, the co-founder of Bright Behavior stated, “It has always been our goal to expand ABA service options in Colorado and beyond, we are thrilled to be in a position to make this happen.”

BrightPath Health Holdings, LLC was formed in November of 2022 through MBF’s acquisition of Austin Connect to Wellness, LLC, a 6-location provider of ABA therapy services headquartered in Austin, TX.

“It was my privilege to represent Bright Behavior in this transaction. Shasta and her team have built a strong reputation for providing the highest-quality services to the children in their care. This partnership will expand Bright Behavior’s outstanding clinical practices and exceptional systems to positively influence outcomes for individuals of all abilities,” commented Nancy Weisling, The Braff Group Senior Advisor that headed up the deal team representing Bright. “This partnership will expand Bright Behavior’s outstanding clinical practices and exceptional systems to positively influence outcomes for individuals of all abilities.”

About The Braff Group

The Braff Group is the leading mergers and acquisitions advisory firm specializing exclusively in health care services, including behavioral health, home health, home care and hospice, health care staffing, home medical equipment, pharmacy services, urgent care, digital health, 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. Founded in 1998, The Braff Group has completed more than 375 transactions. According to Refinitiv, The Braff Group has repeatedly been ranked among the top 5 health care mergers & acquisitions advisory firms.

1665 Washington Road, Suite 3 and 4
Pittsburgh, Pennsylvania 15228
412.833.5733
thebraffgroup.com