

# Case Study

**Need** Immediate senior advisor with niche pharmacy expertise

**Industry** Healthcare Services

**Business Type** B2C

## Challenge

A PE Fund came to us with a critical need for a senior advisor for their healthcare services pharmacy company. Having recently acquired the company and already struggling with direct specialty contracts, they urgently needed someone to help on the payor side. They were looking for a local resource with expertise in pharmacy contracting that could guide them through the necessary certification and contracting process within 2 to 4 weeks.

## Solution

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade senior advisor needs. BluWave utilizes technology, data, and human ingenuity to pre-map, assess, monitor, and maintain deep pools of senior advisors that uniquely meet the private equity standard. We interviewed the PE fund to understand their specific key criteria, and then connected the client with select pre-vetted healthcare services senior advisors from our invitation-only Intelligent Network that had the deep pharmacy and payor expertise they needed.

## Result

Quickly after the initial scoping call, the PE firm and portfolio company were introduced to two PE-grade senior advisors that specialized in healthcare services. The client selected their ideal choice. The PE fund was able to confidently drive an excellent outcome without wasting time or cost and the portfolio company was able to quickly gain the help they needed in order to get their specialty contracts in place.

We connected the PE fund with a niche consultant focused on PBM payor contracting for specialty pharmacies who led them through a successful process to get in network with these payors.

- BluWave Consulting Manager