

STRATEGIC SALE

InteGreat Concepts

COMPANY DESCRIPTION

InteGreat is a leader in providing a unified electronic health record (EHR) and practice management (PM) system solution, including computerized prescription (Rx) writing and medical diagnostic imaging that enables physician group practices to improve patient care, enhance productivity, eliminate paperwork and gain a rapid return-on-investment. InteGreat's cost-effective, user-friendly EHR & PM software solution and patient portal system have been proven to improve clinical workflows, bottom-line financial gains, and increase patient satisfaction.

OBJECTIVES

To compete most effectively with its larger competitors, InteGreat's board of directors determined that partnering with a large strategic acquirer would best position the Company's strong and highly scalable product offering within the rapidly expanding, yet highly competitive market for healthcare software & IT solutions. InteGreat retained TripleTree as its strategic advisor to assist in fulfilling this objective.

InteGreat and TripleTree have had a long-standing advisory relationship, dating back to the Company's initial capital raise in early-2000. InteGreat selected and retained TripleTree as its exclusive financial advisor due to TripleTree's in-depth knowledge of the healthcare industry and Software as a Service delivery model. Leveraging expertise in these sectors, TripleTree provided the following services:

TripleTree worked closely with the Company's management team to develop a well thought-out process to align the Company with a strategic partner that could fully leverage its clinical and financial administration products into a large revenue growth opportunity.

TripleTree focused on identifying a cadre of large healthcare-focused BPO providers that would find InteGreat to be highly complementary within their large, existing customer bases.

RESULTS

TripleTree identified MED3000 as a unique outsourcing company that could benefit from cross-selling a proprietary EMR/PMS system across its 7,500+ physician client base. TripleTree also effectively positioned InteGreat as a meaningful component of MED3000's outsourced revenue cycle and data management offerings – resulting in a favorable outcome for InteGreat's shareholders.

The transaction provides InteGreat with substantially enhanced financial viability to better compete within the large physician group market. Additionally, strategic benefits are created as MED3000 drives operating synergies and revenue growth through the cross-sell of software and services. From MED3000's perspective, InteGreat represents a strategically significant acquisition as the company has historically been vendor-neutral in the marketplace.

KNOWLEDGE.
VISION.
RESULTS.



was acquired by



"InteGreat is extremely pleased and excited about MED3000's investment. We have a great product today, and with this partnership, we are even more excited about our continued ability to expand the clinical capabilities of our clients. We share MED3000's vision of population health management and proactive management of patient care and clinical outcomes."

*David Koeller,
President,
InteGreat*