

Reverba Completes Acquisition of Six Degrees Worldwide to Unite Science and the Patient Voice and Advance Healthcare

SEATTLE, WA – Reverba, renowned for its innovative patient engagement solutions for biopharmaceutical companies, today announced the acquisition of Six Degrees Worldwide Inc., a leader in medical communications within the same industry. The acquisition is poised to help Reverba and its clients continue to bridge the gap between science and real-life patient experiences.

Reverba's acquisition will enable the integration of Six Degrees' comprehensive suite of medical communication services into its innovative patient engagement approach and platforms. This synergy will simplify the delivery of complex scientific information into formats that are easily comprehensible for patients, caregivers, and healthcare professionals.

“Our goal has always been to empower patients with engaging, understandable, and actionable healthcare information and connections,” said Cheryl Lubbert, Reverba Co-Founder and CEO. “By joining forces with Six Degrees, we are set to revolutionize how scientific information is communicated to and understood by patients globally. This is a leap towards making science accessible and meaningful to the lives it aims to improve.”

× n Kerbel, Co-Founder of Six Degrees, expressed enthusiasm about the acquisition, “This partnership with Reverba represents a pivotal step forward in our growth. Together, we have the potential to set new standards in medical communications, making it more meaningful, patient-friendly, and impactful. We are excited to be a part of this journey that places patients at the heart of healthcare innovation.”

The acquisition by Reverba and 424 Capital, a growth capital partner, is the first in a series of planned strategic acquisitions intended to strengthen Reverba’s commitment to science, patient advocacy, and transformative healthcare. Bourne Partners, a healthcare focused investment bank, advised 424 Capital on the initial acquisition.

About Reverba

Reverba is a global patient engagement company that provides solutions that empower the biopharmaceutical industry to build trust with consumers and better meet the needs of patients through innovative technology and patient-centric approaches from discovery through commercialization. For more than 20 years, Reverba has incorporated compliance throughout its technology platforms and patient engagement solutions, maintaining SOC 2 Type II certification for the highest level of security. Formed from the mergers of Health Advocacy Strategies, Patient Health Perspectives and Health Perspectives Group, the company rebranded as Reverba in 2021. Health Stories Project, a wholly owned subsidiary of Reverba, is a sharing community about personal health experiences, participation in clinical trials and other activities. For more information, visit reverba.com or contact connect@reverba.com.

About Six Degrees Worldwide

Six Degrees Worldwide Inc. is a leader in global medical communications with teams in Canada and the U.K., serving clients in over 40 countries and regions. For close to 20 years, they have helped the biopharmaceutical industry translate

plex data into impactful medical communication programs to expand the reach of their science to healthcare professionals, payers and patients in over 50 disease areas. Six Degrees is a full-service medical communications organization, offering end-to-end integrated services in traditional formats and newer digital channels, continuously challenging the status quo to educate, motivate and create behavior change in healthcare stakeholders to improve patient outcomes. Achelous Partners provided investment banking and advisory services to Six Degrees Worldwide in the transaction.

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Media Contact:

Kathryn Morris

(914) 204-6412

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