

## The Situation:

Team Crossover is helping Bank of America to advise a Private Equity (PE) firm on the **acquisition of a healthcare company**. Looking broadly, we see that the healthcare industry faces significant challenges in accessibility, affordability, and transparency. This is an issue that especially impacts uninsured or underinsured populations. Healthcare has been marked by high costs and inefficiencies, limiting millions of Americans' access to care every single day.



## Extension Response:

Our team addressed these challenges by identifying telemedicine as a unique opportunity for both investment and social impact. Specifically, **we recommended Sesame Care** as a strategic acquisition opportunity for the PE firm. Sesame connects patients directly with healthcare providers across the U.S., offering virtual and in-person appointments without the need for insurance. This model would provide stability for the PE firm, and would also ensure a broader significant societal impact.

## Impact:

The acquisition of Sesame Care aims to achieve three outcomes:

1. **Enhanced Healthcare Accessibility:** With the expertise of the PE firm alongside Sesame's reach and potential, healthcare can be made more accessible, affordable, and transparent for everyone. This will reduce the existing inequalities and disparities in the current system.
2. **Attractive Returns:** Leveraging Sesame's asset-light model and intrinsic recurring revenue will generate massive returns, benefiting both the firm and the LPs in its fund.
3. **Market Transformation:** Sesame's expansion will help to drive the broader market to more equitable healthcare solutions for all, ensuring everyone who needs care has access to care.