



BAILEY SOUTHWELL & CO.
INVESTMENT BANKING

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**Bailey Southwell & Co. Represents Work-Loss Data Institute
in its Sale to Hearst**

NASHVILLE, Tennessee (January 2017) -- Bailey Southwell & Co., LLC (BSC) is pleased to announce the sale of Work-Loss Data Institute, LLC (WLDI), a leading provider of healthcare data and guidelines to the workers' compensation and disability industries, to Hearst subsidiary MCG Health, LLC (MCG), a top provider of care management guidelines and software for health insurers and providers. Financial terms were not disclosed.

BSC acted as the exclusive strategic and financial advisor to WLDI.

WLDI is the publisher of the web-based *Official Disability Guidelines*, known primarily as ODG[®], the most widely used treatment guidelines for workers' compensation and disability in the U.S. WLDI serves a marquee list of customers that includes insurers, TPAs, cost containment firms, employers, providers, and state-run agencies. With this acquisition, MCG will now have the leading product line for addressing workers' compensation and disability issues as part of its solution suite, furthering its mission of putting the right information in the hands of stakeholders to improve healthcare outcomes.

"Despite strong interest in our company from many prospective buyers, achieving final terms had been elusive," explained Phil Denniston, President and CEO of WLDI. "We hired BSC who outlined and implemented the entire process, including marketing materials, prospect lists, and due diligence responses. Ultimately, we received several outstanding offers to evaluate and choose from, each much better than we had formerly entertained. If you are considering selling your company, I would highly recommend Bailey Southwell."

About Bailey Southwell & Co., LLC

Bailey Southwell & Co., founded in 2005, is a privately held investment bank with offices in Nashville, Tennessee and St. Louis, Missouri. BSC provides mergers and acquisition and capital raising advisory services to middle market companies. More information about BSC can be found at www.baileysouthwell.com.

About Work-Loss Data Institute, LLC

WLDI is a clinical guideline development and claims analytics company, publisher of the ODG product line. ODG provides evidence-based decision support for managing medical treatment, disability duration, and utilization review in workers' compensation, general health, and disability cases. ODG is available in web-based and Systems Integration formats, and is used in all 50 states and worldwide. More information about WLDI can be found at www.worklossdata.com.

About Hearst

Hearst is one of the nation's largest diversified media, information, and services companies with more than 360 businesses. Its major interests include ownership in cable television networks such as A&E, HISTORY, Lifetime, and ESPN; majority ownership of global ratings agency Fitch Group; Hearst Health, a group of medical information and services businesses; 30 television stations such as WCVB-TV in Boston and KCRA-TV in Sacramento, Calif., which reach a combined 19 percent of U.S. viewers; newspapers such as the *Houston Chronicle*, *San Francisco Chronicle*, and *Albany Union Times*, nearly 300 magazines around the world including *Cosmopolitan*, *ELLE*, *Harper's BAZAAR*, and *Car and Driver*; digital services businesses such as iCrossing and KUBRA; and investments in emerging digital and video companies such as BuzzFeed, Vice, Complex Networks, and AwesomenessTV. More information about Hearst can be found at www.hearst.com.

About MCG Health, LLC

MCG, part of the Hearst Health network, helps healthcare organizations implement informed care strategies that proactively and efficiently move patients toward health. MCG's transparent assessment of the latest research and scholarly articles, along with its own data analysis, gives

patients, providers, and payers the vetted information they need to feel confident in every care decision, in every moment. More information about MCG can be found at www.mcg.com.

The principals of BSC, acting in the capacity of registered agents of StillPoint Capital, LLC, served as advisor to WLDI. Bailey Southwell & Co., LLC and StillPoint Capital, LLC are unaffiliated companies.

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