



**BAILEY SOUTHWELL & CO.**  
INVESTMENT BANKING

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**Bailey Southwell & Co. Represents Vistar Technologies  
in its Sale to symplr**

NASHVILLE, Tennessee (May 2017) -- Bailey Southwell & Co., LLC (BSC) is proud to announce the sale of Vistar Technologies Corp. (Vistar), a provider of powerful, web-based solutions for quality and provider data management to managed care and payer organizations, to symplr, a leading provider of SaaS-based healthcare compliance and credentialing solutions. Financial terms were not disclosed.

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

Through its cloud-based, industry-leading software for integrated provider data management, Vistar's solutions streamline the workflow for many complex, traditionally manual processes including credentialing, contracting, criteria-based privileging, network management, performance tracking, provider enrollment, recruiting, and more. Vistar collaborates with key industry organizations such as CAQH, ABMS, and NPDB to implement fully automated, state-of-the-art solutions. With this acquisition, symplr significantly enhances its offering to the payer market and solidifies its position as the clear market leader in provider management software.

"BSC's dedicated resources provided an exceptional level of support and expertise that guided us through the transaction process. They took the time to understand our differentiating, scalable business model and did an extraordinary job of communicating our value to the market. They led the transaction process with skill and insight, demonstrating significant transaction experience and commitment to us," noted Myra Ameigh, President and CEO of Vistar. "By delivering the right message to the right parties, the BSC team delivered results that exceeded our goals and expectations. It was a true pleasure working with the BSC team."

### **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](http://www.baileysouthwell.com).

### **About Vistar Technologies Corp.**

Vistar delivers a powerful core system with comprehensive end-to-end functionality that simplifies all aspects related to credentialing, contracting, quality management, and provider data management. It has a proven track record as a strategic solutions provider and integration partner for healthcare organizations across the country. More information about Vistar can be found at [www.vistartech.com](http://www.vistartech.com).

### **About symplr**

Founded in 2006, symplr is an industry leader in compliance and credentialing SaaS solutions that help healthcare organizations mitigate risk and ensure compliance. symplr has a single mission: to make healthcare compliance and credentialing simpler for all constituents of the healthcare community. More information about symplr can be found at [www.symplr.com](http://www.symplr.com).

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

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