



## Bailey & Company Advises SocialClimb on its Sale to RLDatix



**SocialClimb** relied on **Bailey & Company's** domain expertise in patient engagement and healthcare provider communications solutions for optimal outcome

**NASHVILLE, TN (September 19, 2023):** [Bailey & Company](#) is pleased to announce its role as the exclusive financial advisor to healthcare marketing solutions company, [SocialClimb](#), in its sale to [RLDatix](#). This transaction expands RLDatix's suite of connected healthcare operations solutions, enabling healthcare organizations to gain a 360-degree view of providers, patient safety, and care quality with SocialClimb's portfolio of solutions.

"Working with Bailey & Company was an exceptional experience. Their deep industry knowledge and unwavering support positioned us for success at every stage of the transaction," said Ty Allen, CEO of SocialClimb. "The Bailey team's strategic insights and dedication to fully understanding our business objectives were instrumental in guiding the process smoothly, allowing us to showcase our company in the best possible light. I would highly recommend Bailey & Company to any healthcare technology company considering a transaction."

By integrating insights from RLDatix and SocialClimb, healthcare organizations will be empowered to boost patient retention and drive revenue growth through a dynamic

approach, leveraging advanced artificial intelligence-driven predictive algorithms to effectively meet evolving patient demands.

Headquartered in Lehi, Utah, SocialClimb's leading marketing platform focuses on patient satisfaction, reputation management and revenue growth solutions for provider groups, hospitals and health systems. Their comprehensive patient satisfaction data includes Patient-Reported Outcomes (PROs), Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) scores, Net Promoter Scores (NPS) and patient demographic information. This enables healthcare organizations to address patient needs, alleviate workforce shortages and enhance clinician support.

"We are proud to have advised SocialClimb in this pivotal transaction," said Steven Harris, Managing Director at Bailey & Company. "Our extensive experience in healthcare technology and patient engagement solutions allowed us to support SocialClimb in achieving a successful outcome with RLDatix. We are excited to see the growth and innovation this partnership will foster within both organizations, further enhancing their ability to transform the healthcare landscape."

### **About SocialClimb**

SocialClimb helps healthcare providers target and attract patients by improving their reputations, dominating local search, and growing the value of their healthcare facility no matter how large or small. In addition to helping providers collect reviews and improve their rankings, its industry-leading platform uses deep analytics to deliver targeted reputation ads to attract the most profitable patients. Learn more about SocialClimb at [www.SocialClimb.com](http://www.SocialClimb.com).

### **About RLDatix**

RLDatix is on a mission to improve healthcare by enabling a world where patients receive the best and safest care possible. Trusted by thousands of clients around the world, our connected healthcare operations platform combines software and trusted services to empower organizations with critical data insights across risk, safety, compliance, provider lifecycle and workforce management. Our user-centric approach provides a holistic, real-time view of healthcare operations, connecting disparate information across the enterprise – thus giving organizational leadership the contextualized data they need to make better-informed decisions. Visit [RLDatix.com](http://RLDatix.com) to learn more.

## CONTACT INFORMATION



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## ABOUT BAILEY & COMPANY

Bailey is a Nashville-based merchant banking platform focused on **growth and late-stage healthcare and technology companies**. Through the firm's **M&A advisory and strategic fund businesses**, Bailey supports strong management teams that have built scalable platforms by providing strategic insights, world class advice, and access to one of the most diverse networks of industry experts. Since our founding, our senior bankers have closed over **200 transactions representing more than \$17B in value**. For more information see: [www.bnco.com](http://www.bnco.com).