



## **PARTNERS+simons Receives Investment from Baird Capital Partners**

**Boston, MA – November 28, 2012** - PARTNERS+simons, a leading brand communications company specializing in the healthcare and financial services industries, today announced an investment from Baird Capital Partners.

The investment by Baird Capital Partners will enable PARTNERS+simons to expand on its services as the changing landscape in both healthcare and financial services remain prominent on the national agenda. The company plans to build or acquire additional capabilities in public relations, direct-to-consumer marketing, data-driven analytics and CRM, social media, mobile and tablet applications, and patient engagement.

"There is enormous opportunity to develop even more comprehensive, cross-channel communications models for our clients, and this partnership with Baird Capital Partners will help us realize that," said Tom Simons, founder of PARTNERS+simons.

PARTNERS+simons has pioneered a Reform Readiness™ practice for health insurers and healthcare providers in response to Massachusetts' landmark healthcare reform legislation. Concurrently, as trust in the financial services industry has eroded, the company has developed a similar practice for banks, insurers and investment product providers. Both practices have helped market-leading companies improve brand awareness and market share while building consumer trust.

"Consumers are demanding more transparency and better communication from healthcare and financial services companies. PARTNERS+simons has been at the leading edge of helping companies communicate their offering and value to consumers. The company has a strong management team, a diverse client portfolio, talented senior-level people and deep domain expertise. We are thrilled to be supporting the PARTNERS+simons team in providing state of the art solutions, furthering a tradition of excellent client service," said Randy Mehl, Partner at Baird Capital Partners.



Founder Tom Simons will remain Chairman of the company, and Tony Cotrupi will continue to serve as President and run day-to-day operations.

### **About PARTNERS+simons**

PARTNERS+simons is a brand communications company that generates unambiguous business outcomes for its clients in the healthcare, financial services, and technology sectors. Founded in 1989, PARTNERS+simons is one of the largest independent brand communications firms in the northeast, using deep domain expertise to serve its clients' global marketing needs. The company's clients include Blue Cross Blue Shield plans in Massachusetts, New Jersey, Northeast Pennsylvania, and Rhode Island; AIG; Belmont Savings Bank; Tufts Medical Center; Genzyme; Cynosure; and Thermo Fisher Scientific. Visit their website ([www.partnersandsimons.com](http://www.partnersandsimons.com)) for more information.

### **About Baird Capital Partners**

Baird Capital Partners invests in lower middle-market companies in the business services, manufactured products and healthcare sectors. Established in 1989, Baird Capital Partners leverages its deep sector knowledge, experienced investment team and extensive operating resources to drive value in its portfolio companies. Baird Capital Partners is supported by operating resources in Asia focused on facilitating and executing sourcing, manufacturing and distribution strategies for Baird Capital Partners' portfolio companies. Baird Capital Partners is the U.S. private equity group of Robert W. Baird & Co. For more information, please visit [www.bairdcapitalpartners.com](http://www.bairdcapitalpartners.com).

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