

## Continuum Clinical, a BC Worldwide company, Acquired by Spectrum Science, a Portfolio Company of Knox Lane, to Bolster Patient Engagement Capabilities



The rising number of clinical trials is driving demand for patient recruitment and retention services. These trials are crucial for studying new medical procedures and medications, evaluating their impact on patient health outcomes. Patient recruitment and engagement services play a vital role by identifying and enrolling eligible participants. The global market for these services is [expected to grow to \\$4.67 billion in 2027](#) (from \$3.78 billion in 2023).

Established in 1993, Continuum Clinical (“Continuum”) has been a leading provider of tech-enabled patient recruitment solutions, having supported over 280 clinical trials across 52 countries, spanning more than 200 unique indications. Renowned for their success in oncology trials and enduring partnerships with global pharmaceutical and

biotech companies, oncology trials and enduring partnerships with global pharmaceutical and biotech companies, including 11 of the top 20 global Sponsors, Continuum has earned a white-glove reputation as a trusted provider of patient engagement solutions. This stellar track record made Continuum an ideal acquisition for Knox Lane-backed Spectrum Science (“Spectrum”) to enhance its patient engagement capabilities.

Crosstree's expertise in the pharma services sector, particularly within patient engagement companies, coupled with a thorough comprehension of Continuum's distinctive value proposition, enabled the firm to guide Continuum in recognizing Spectrum as the optimal transaction partner.

**Crosstree assists clients in identifying the optimal transaction partners to accelerate growth and enhance value for all stakeholders.**

## ABOUT CONTINUUM CLINICAL



Continuum Clinical is a global clinical trial enrollment company that has been providing fact-based patient recruitment solutions since 1993. Continuum has built and maintained long-standing relationships with pharmaceutical and biotech companies around the world, including 11 of the top 20 global Sponsors. This experience led Continuum Clinical to become the industry's most trusted partner for clinical trial engagement, recruitment, retention, and analytics.

## ABOUT SPECTRUM SCIENCE



Spectrum is an integrated marketing, communications, and media firm like no other. An independent, full-service organization with end-to-end capabilities, Spectrum's team are experts in healthcare and science—focused on strategic engagements that leverage human-centered insights, motivating creative, innovative storytelling and technology to reach audiences where they are with the content they need and want. Spectrum offers global reach as the US partner and chair of Global Health Marketing & Communications (GHMC).

Spectrum is a portfolio company of Knox Lane.

## CROSSTREE'S EXPERTS ARE SPECIALISTS IN THE NUANCES OF HEALTH SCIENCE AND PROVIDE:

- Deep analytics of capabilities and gaps
- Systemized tactical strategies and a road map to success
- Engaged experts in market analysis, financials, and premium valuations
- Targeted and qualified prospects
- Up-to-date industry trend analysis and forecasting

All while prioritizing corporate core values.

## MEETING THE NEEDS OF BOTH THE BUYER AND THE SELLER - BY THE NUMBERS AND BEYOND - IS CROSSTREE'S SPECIALTY.

Crosstree's **proven track record** of superior outcomes is the result of balanced, hands-on guidance from start to close. Partner with the leading health science experts today.



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