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Women's Health Services
INDUSTRY MARKET UPDATE



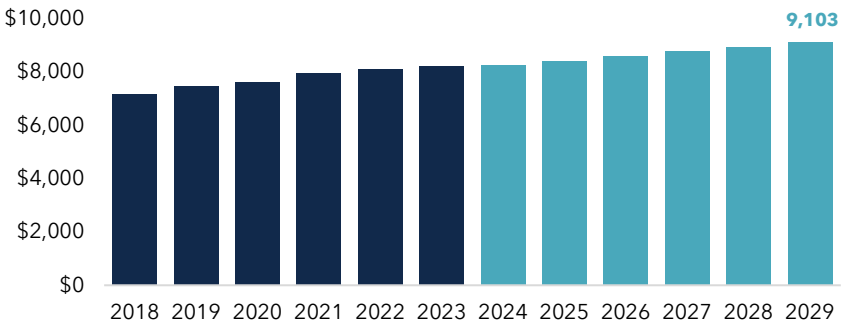
Demographic and societal trends have had a profound affect on the US women's health market. The global women's health market represents nearly $41.5 billion as of 2022 and is expected to grow over 5% per annum through 2030[1]. The U.S. women's health services market is poised for substantial growth and transformation, heightened awareness of unique health issues, expanding access to health insurance, and technological advancements. Even though 80% of healthcare spending decisions are influenced by women, only 2% of healthcare R&D is in female-specific conditions.

Key Trends

- **Shift towards Non-Reproductive Health:** While reproductive health remains a crucial area of focus, there is a notable shift towards care focused on women's mental health, gut and pelvic health, and menopause.
- **Tech Growth in Women's Health:** AI expanding use in mammography, preventative health and even in-vitro fertilization. By 2025, the global "FemTech" industry (software and technology addressing women's biological needs) is expected to grow to $75B (13.3% CAGR since 2020).[2]
- **Emergence of Value-Based Care:** The transition towards value-based care models is gaining momentum, but slowly. The need for data-driven approaches to improve patient outcomes and reduce costs is well recognized with 41 states implementing incentives for improved maternity health.
- **Demand/Supply Imbalance:**
  - The trend of later-aged pregnancies, with the average age rising from 23.7 in 1985 to 29.6 in 2024, is leading to increased inherent risks and a greater need for physician oversight
  - The shortage of OB/GYNs is becoming critical, with the number of physicians expected to decline by 7% while the demand for their services is projected to increase by 4% by 2030.[3]
  - The fastest growing cohort of women are those aged over 65 and by 2050 this group will grow by 81%[4], adding pressure to the healthcare industry

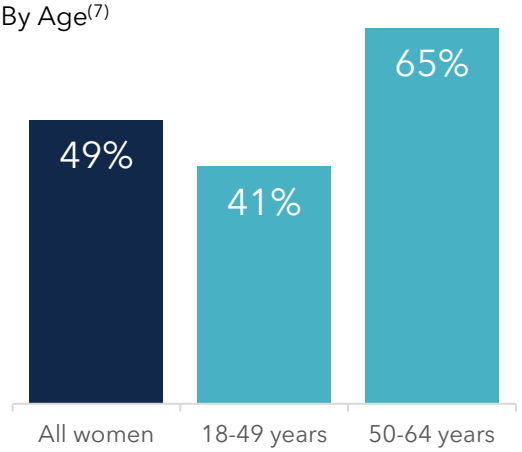
Fertility Care is Projected to Grow Modestly[7]

Revenue in Millions for U.S. based Fertility Clinics



Percentage of U.S. Women with an Ongoing Health Issue, 2022

By Age[7]



Key Statistics:

Only **1/4** of women who experience menopausal symptoms seek care and **80%** of women's health providers report they lack menopause training

~50% of U.S. counties lack a single OB/GYN and only **16%** of OB/GYNs in the U.S. are under 40 years old. Analysts project a shortage of **+3,000** OB/GYNs by 2030[3]

89% of women aged 19-64 had health insurance coverage in 2021.

A woman will spend an average of **9** years in poor health, **25%** more time than men[6]

Since 2011, over **213** hospitals have closed their labor and delivery departments. 13 Were announced in 2023 alone.[8]

(1) Gand Review Research "Women's Health Market Size, Share & Growth Report, 2030"
(2) McGuireWoods, Transaction and Regulatory Concerns for Women's Health and Fertility
(3) IBIS, Gynecologists & Obstetricians
(4) FTI Consulting
(5) BCC Publishing, Therapeutics for Women's Health
(6) McKinsey Health Institute, Closing the Women's Health Gap
(7) Statista
(8) Chartis, February 2023, Rural Health Safety Net Under Renewed Pressure as Pandemic Fades

Securities offered by Cascade Partners BD, LLC – FINRA/SIPC Member

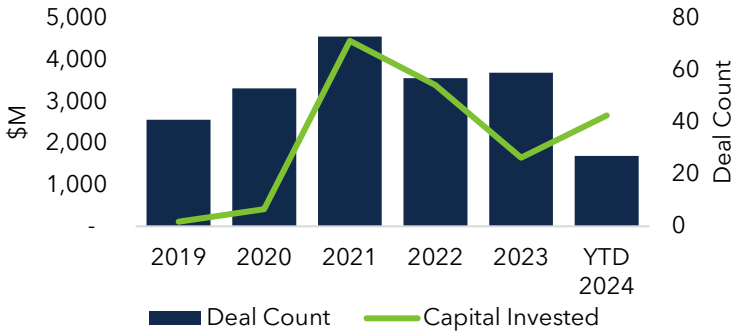
Increased Investor Interest

Strong investment trends, increasing clinical research activity, and accelerating socio-economic drivers suggest growth in women's health services investment. Other factors supporting this trend include:

- Over $1.3 trillion of undeployed capital available
- Success across a variety of healthcare specialties is driving investors to evaluate women's health and ancillary services
- A highly-fragmented subsector poised for growth due to growing federal and consumer spending driven by an increased awareness regarding women-centric needs and treatments

Women's Health - U.S. M&A Activity

Pitchbook



M&A Considerations

Practice shareholders evaluating the path forward have more options than ever. Critical is identifying the priorities for their practice, physicians and shareholders. Factors to consider before exploring a potential M&A include:

- Ability drive scale to offset accelerating costs and declining reimbursement
- Capital and risk tolerance to investment in technology and business capabilities to meet emerging demands of the practice
- Ability to attracting and retaining physicians and providers

Active Private Equity Groups

Gryphon Investors — Hospitalist Group

Audax Group — Axia Women's Health

Shore Capital Partners — Together Women's Health

Sverica — Women's Health USA

Select M&A Activity

Date	Target	Acquirer
Jun-24	Reproductive Science Center of New Jersey	Prelude Fertility
May-24	Mammography & Ultrasound Imaging Center	Ares Management
Apr-24	Dallas IVF	InTandem Capital Partners
Apr-24	The Woman's Group	Femwell Group Health
Apr-24	Fertility & Surgical Associates of California	Sverica Capital Management
Feb-24	Fertility Specialists of Texas	Sverica Capital Management
Feb-24	Pozitivf Fertility	MonCap
Feb-24	Fertility Solutions	Fertility Centers of New England
Jan-24	Mission Obstetrics & Gynecology	Resolute Capital Partners
Jan-24	US Fertility	Revelation Partners

Select Cascade Transactions

Sell-Side Advisor
Kalamazoo Emergency Associates
was acquired by
American Physician Partners

Sell-Side Advisor
EMS Emergency Medicine Specialists
has merged with
TEAMHealth

Financing
Providence Group, Inc.
has secured senior debt financing from
Gemino Healthcare Finance

Sell-Side Advisor
MGI Capitol
was acquired by
Pinnacle GI Partners
a portfolio company of
H.I.G. Growth Partners

Sell-Side Advisor
Grand Rapids Ophthalmology
has sold a majority interest to
Sterling Partners

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