

## 2014 YEAR Review: Healthcare

### Company to Watch

**Strathspey Crown Holdings LLC**



This Newport Beach-based private equity investor got the nod as the company to watch in 2014 based on our belief that it would be on the lookout for more deals in the “lifestyle medicine” arena.

Strathspey Crown invests in medical device makers and other healthcare technology companies that provide services like cosmetic surgery on a cash-pay basis, eschewing insurance and government programs.

Strathspey Crown’s subsidiary, Irvine-based **Alphaeon Corp.**, made some significant strides through several deals during the year.

Alphaeon’s acquisitions included a couple of deals that could come to \$55 million a piece based on milestones: **Clarion Medical Technologies Inc.**, a Canadian maker of aesthetic medical products; **Physician Recommended Nutraceuticals LLC**, a Pennsylvania company that develops omega 3-based products to treat dry eye and macular degeneration.

It also acquired **TouchMD**, a line of software for doctors, for \$22 million.

The company also includes Alphaeon Credit, which helps patients finance procedures, and **ShoutMD**, a social media outlet used by more than 1,200 doctors.

Alphaeon is also aiming for the cosmetic neurotoxin market, a segment dominated by **Allergan Inc.** flagship Botox. The Food and Drug Administration accepted an investigational new-drug application for its Evosyal.

—Vita Reed