



Huron to Acquire Healthcare Predictive Analytics Company Perception Health

December 21, 2021

Acquisition adds to Company's deep healthcare expertise and portfolio of data, technology and analytics capabilities

CHICAGO--(BUSINESS WIRE)--Dec. 21, 2021-- Global professional services firm Huron (NASDAQ: HURN) today announced it has entered into an agreement to acquire Perception Health Inc., a healthcare predictive analytics company focused on bringing data sources together to illuminate opportunities for improved clinical and business decision-making. Huron's deep healthcare expertise, technology and analytics capabilities combined with Perception Health's analytics, predictive models and data platform will strengthen the firm's ability to help providers uncover patterns of care to lower costs, improve patient outcomes and deliver a better healthcare experience.

"The healthcare industry is under immense pressure to deliver high-quality, individualized care," said [James H. Roth](#), chief executive officer of [Huron](#). "This acquisition allows Huron to offer providers, payors and research institutions data insights across the care continuum to make better decisions and proactively impact patient care and clinical outcomes."

Since its founding in 2014, Perception Health has been providing the healthcare industry predictive data insights and intelligence to illuminate opportunities for their clients to gain a competitive advantage. Perception Health's robust intelligence platform of solutions enables providers, payors and research institutions to analyze network integrity, identify early disease risk factors and optimize patient care. All Perception Health employees will join Huron, including Gregg Loughman, chief executive officer, and Tod Fetherling, co-founder and chief data scientist.

"We are thrilled to join a values-led and people-focused organization that shares our vision for transforming healthcare," said Gregg Loughman, chief executive officer of Perception Health. "Huron and Perception Health are strategically aligned and committed to helping our clients harness the power of curated data and analytics to make smarter decisions that profoundly impact patient outcomes, experience and cost of care."

Perception Health will be included in Huron's Healthcare operating segment. Terms of the acquisition, which is expected to close in December, were not disclosed.

ABOUT HURON

Huron is a global consultancy that collaborates with clients to drive strategic growth, ignite innovation and navigate constant change. Through a combination of strategy, expertise and creativity, we help clients accelerate operational, digital and cultural transformation, enabling the change they need to own their future. By embracing diverse perspectives, encouraging new ideas and challenging the status quo, we create sustainable results for the organizations we serve. Learn more at www.huronconsultinggroup.com.

Statements in this press release that are not historical in nature, including those concerning the Company's current expectations about its future results, are "forward-looking" statements as defined in Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. Forward-looking statements are identified by words such as "may," "should," "expects," "provides," "anticipates," "assumes," "can," "will," "meets," "could," "likely," "intends," "might," "predicts," "seeks," "would," "believes," "estimates," "plans," "continues," "guidance," or "outlook" or similar expressions. These forward-looking statements reflect the Company's current expectations about future requirements and needs, results, levels of activity, performance, or achievements. Some of the factors that could cause actual results to differ materially from the forward looking statements contained herein include, without limitation: the impact of the COVID-19 pandemic on the economy, our clients and client demand for our services, and our ability to sell and provide services, including the measures taken by governmental authorities and businesses in response to the pandemic, which may cause or contribute to other risks and uncertainties that we face; failure to achieve expected utilization rates, billing rates and the number of revenue-generating professionals; inability to expand or adjust our service offerings in response to market demands; our dependence on renewal of client-based services; dependence on new business and retention of current clients and qualified personnel; failure to maintain third-party provider relationships and strategic alliances; inability to license technology to and from third parties; the impairment of goodwill; various factors related to income and other taxes; difficulties in successfully integrating the businesses we acquire and achieving expected benefits from such acquisitions; risks relating to privacy, information security, and related laws and standards; and a general downturn in market conditions. These forward-looking statements involve known and unknown risks, uncertainties, and other factors, including, among others, those described under "Item 1A. Risk Factors" in Huron's Annual Report on Form 10-K for the year ended December 31, 2020, that may cause actual results, levels of activity, performance or achievements to be materially different from any anticipated results, levels of activity, performance, or achievements expressed or implied by these forward-looking statements. The Company disclaims any obligation to update or revise any forward-looking statements as a result of new information or future events, or for any other reason.

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