



PATIENTS KNOW BEST®  
MANAGE YOUR HEALTH

FUSE —  
CAPITAL

# Patients Know Best HealthTech SaaS

## Background

Patients Know Best (PKB) is a HealthTech SaaS company that provides software to tackle data fragmentation in the healthcare sector. Their software solution unifies medical data and stores it in an integrated digital patient record.



Based in the  
UK

## The Challenge

Patients Know Best provide a software solution which is used by dozens of NHS organisations serving millions of UK citizens. PKB works with these care providers to roll out its solution across the populations they serve.

In order to provide their solution on scale to large populations and increase the speed of their rollout within the NHS PKB required additional funding.

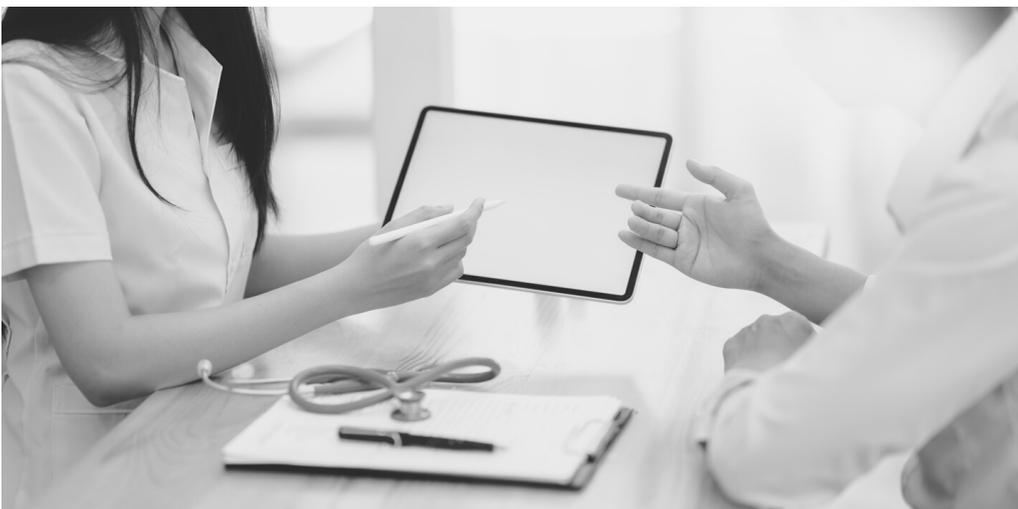
It was important to PKB that they could secure the maximum level of funding available for the smallest possible equity dilution. In order to achieve this they wanted to be as aware of as many funding solutions in the market as possible.

5.2m

UK patients  
served



Reducing  
fragmented patient  
data



Growth funding

## The Solution

After engaging with Fuse Capital to seek the necessary funding solution Patients Know Best was presented with four venture debt term sheets from different lenders.

"The lenders knew that as Fuse Capital is a brokerage with a wide reach, other funds would be making offers to us at the same time. This approach introduces more of an element of competition, so you're quite likely to get a better deal if you go through Fuse Capital than if you just do it yourself."

"Fuse Capital is very good at closing transactions. They get you to the point where everyone is happy. They do it really effectively."

## The Outcome

Fuse Capital worked with Patients Know Best to deliver a venture debt solution to enable them to continue to invest in their solution and scale up.

- We presented the opportunity to multiple debt funds with a compelling investment memorandum
- We ran a competitive negotiation process to get the best rates from private debt funds
- We saved management's time and workload by ensuring PKB only spoke to the right lenders and closed the deal swiftly



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"Fuse Capital massively reduced the amount of work the executive team and I had to do. The firm knows its market and took on all the research. Knowing which lenders are relevant for your business can save you a couple of days per provider."

**Ian Bastow | CFO Patients Know Best**

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