



# THREESIXTYSEVEN

A D V I S O R S

## THREE SIXTY SEVEN REPRESENTS IA MED IN ITS SALE TO KNOWFULLY

Los Angeles, CA (November, 2021) – Three Sixty Seven Advisors is pleased to announce the successful transaction between Immediate Action Medicine (“IA MED”), a cutting-edge specialty medical training and accreditation service, and KnowFully Learning Group (“KnowFully”), a NexPhase Capital-backed company and a leading provider of continuing professional education, exam preparation courses and digital learning solutions. Three Sixty Seven served as the exclusive advisor to IA MED for this transaction.

Graham Woodard, Managing Principal at Three Sixty Seven, said, “We’re immensely happy for the successful partnership between IA MED and KnowFully. These two groups have been leading by example in first responder online learning for many years. Partnering with KnowFULLY will allow IA MED to continue improving this educational landscape for years to come.”

“The Three Sixty Seven team was instrumental in negotiating a highly-satisfactory deal and guiding us through a complex diligence process. We had never been through the acquisition process, and Three Sixty Seven guided us through every step of the way. What I found most assuring was their willingness to listen to our concerns and craft the deal around our needs. Finding a partner with the same passion for improving the quality of care first responders provide was extremely important to us, and we’re thrilled to be a part of the KnowFully team” stated Jonathan Reed, President of IA MED.

### ABOUT IA MED

Founded in 2011, IA MED is an EMS education company that provides instruction and educational materials for EMS professional development through specialized courses and certifications, helping its students launch careers as flight paramedics, critical care paramedics and certified flight nurses across the United States and internationally. Leveraging its proprietary instructional design process called Reskue, IA MED creates curriculums that are not only accurate, simple and practical, but also intuitive, beautiful and inspiring.

### ABOUT THREE SIXTY SEVEN

Three Sixty Seven Advisors is a middle-market Mergers and Acquisitions advisory firm that leverages its industry experience and depth of relationships to assist their clients in helping realize the best outcome in every transaction. It’s team of accomplished professionals has experience working across a wide array of industry verticals, creating a broad range of perspectives and viewpoints, which has helped deliver the top results for clients. Services provided by Three Sixty Seven include sell-side mergers & acquisitions, buy-side mergers & acquisitions, and corporate debt advisory for middle market companies throughout the US from its headquarters in Tampa, FL.

For additional information, please visit: [www.threesixtyseven.com](http://www.threesixtyseven.com)