

# PRESS RELEASE

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## Baker Donelson Represents Kx Advisors in Acquisition by BGB Group

September 15, 2023

**The national law firm of Baker Donelson served as legal counsel for KxAdvisors, a leading health care strategy consultancy with offices in Washington, D.C., London, and Boston, in a deal to be acquired by BGB Group, an award-winning health care communications company based in New York City.**

Together, BGB and Kx will continue to serve as a high-science, strategic partner to clients across the commercial lifecycle. The acquisition of Kx Advisors is part of BGB Group's ongoing capability expansion, enhancing their ability to solve clients' diverse and evolving strategic challenges.

The Baker Donelson team representing Kx Advisors was led by Jordan Savitz, a shareholder in the Firm's Baltimore and Washington, D.C. offices. Other members of the team included:

- From the Firm's Corporate practice: Margaux T. Dastugue (associate, New Orleans)
- From the Firm's Tax practice: James A. "Jay" Norris III (shareholder, Jackson) and William O. "Bill" Brown Jr. (of counsel, Jackson)
- From the Firm's Employee Benefits practice: William E. Robinson (of counsel, Chattanooga)
- From the Firm's Intellectual Property practice: Shawn D. Sentilles (of counsel, Memphis)

Kx Advisors, formerly the health care practice within Kaiser Associates, began operating independently in 2019 with a focus on strategy consulting for biopharma, medical device, digital health, and diagnostic companies. With a highly collaborative approach, they have developed pragmatic solutions, grounded in data-driven insights, to give clients the tools they need to compete and win across the healthcare industry.

Read the full press release [here](#).