

## WHO WE ARE

Cross Keys Capital is an independent investment bank dedicated to providing superior financial and strategic advisory services on the sale or partnership of established businesses in the middle market. With a singular focus on healthcare companies, Cross Keys Capital's healthcare team has an unparalleled understanding of deal dynamics and valuations across various healthcare sectors. **Cross Keys' extensive experience and track record in advising healthcare businesses with a hands-on, high communication approach is unrivaled by any other middle-market investment banking firm – Cross Keys Capital has completed the sale or merger of over 75 healthcare companies.**

## HEALTHCARE EXPERIENCE

We have a strong understanding of the economics and operations of many facets within the healthcare industry, with experience advising on the sale of healthcare technology companies, private physician practices (PPM), and other healthcare related businesses. With a seasoned team of investment bankers and experienced healthcare services advisory professionals, Cross Keys understands the rapidly changing marketplace and the specific nuances that maximize sale value.

### Healthcare Technology

- Population Health Mgmt.
- Revenue Cycle Mgmt.
- EMR / Practice Mgmt.
- Healthcare Education
- Telehealth
- CRM

### Physician Practice Mgmt.

- Allergy
- Dermatology
- Dentistry
- Ophthalmology/Retina
- Plastic Surgery
- Urology

### Other Healthcare Businesses

- Urgent Care (Retail Healthcare)
- Treatment Centers
- Specialty Pharmacy
- Healthcare Consulting
- Durable Medical Equipment
- Healthcare Risk Mgmt.

## WHAT WE DO

### LEAD THE PROCESS

- Establish timelines & keep transaction on track
- Spearhead all aspects of the process with the selling practice, as well as buyer & third parties
- Manage due diligence & buyers' requests
- Organize and prepare shareholders for meetings
- Manage crucial conversations with buyer's advisors

### TARGET BUYERS

- Market to qualified, vetted buyers
- Narrow the buyer pool to those with aligned goals creating efficiency
- Ensure *Life After the Deal* expectations are addressed
- Maintain constant communication with multiple buyers
- Provide buyers with the ability to quickly close

### MAXIMIZE VALUE

- Maximize valuation based on knowledge of industry and buyers
- Increase value by creating exceptional marketing materials that highlight key growth indicators
- Create and manage a competitive process
- Increase multiples based on knowledge of prior transactions
- Maintain valuation throughout the Quality of Earnings

### EDUCATE/INFORM

- Provide a variety of buyers and educate shareholders on the different structures
- Familiarize shareholders with the process and terminology
- Communicate industry and acquisition activity that would affect the transaction
- Manage conflicting shareholder opinions and goals

**REPRESENTATIVE TRANSACTIONS**



Acquired by Quigley Eye Specialists



Acquired by Retina Consultants of America




Acquired by SENTA Partners



Acquired by DermCare Management




Growth Investment by Centennial Investment Partners




Acquired by Lee Equity Partners




Acquired by Spectrum Vision Partners



Acquired by Boyne Capital



Acquired by Critical Alert Systems



Acquired by Family Treatment Network




Acquired by Addus HomeCare



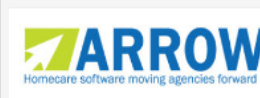
Acquired by Chicago Pacific Founders



Acquired by AGA Enterprises, LLC



Acquired by DermCare Management



Acquired by AlayaCare



Acquired by PhyMed Healthcare Group

**CONTACTS**

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