



A Wealth of Opportunity

Exploring Options For Your
Physician Practice

SALES • MERGERS & ACQUISITIONS • ADVISORY SERVICES



CROSS KEYS CAPITAL

INVESTMENT BANKING

The Challenges You Face

It certainly has been an interesting few years. Healthcare providers have been at the center of the global battle against the COVID-19 pandemic and continue to experience longstanding, complex challenges facing the healthcare industry, including rising costs, staffing shortages and the need to adjust to the increasing digital and changing landscape if they wish to survive. What does it all mean, and how will it affect your physician practice?

At Cross Keys Capital, our experienced team of healthcare investment bankers has helped hundreds of physicians better understand the impact of the dynamic healthcare landscape and maximize the value of their practice and years of experience while simultaneously protecting them from the inherent risks of the ever changing healthcare industry environment.

It's A Seller's Market

One consistent theme we've seen is an increased demand for physician practices – from a wide range of prospective buyers.

And with many buyers looking for independent practices, there's increased competition amongst buyers for businesses like yours. In fact, this could be one of the most opportune times to sell your practice.

Despite the good timing, you'll still require an expert advisor to assist you if you choose to seek an exit strategy, and Cross Keys Capital has the expertise and experience you require. We'll help you command the best price for your practice, negotiate a favorable employment agreement, and work to address specific concerns, such as staff continuity and autonomy.

“Our ophthalmology practice successfully concluded a two-year search for the right partner. I cannot fathom how we would have navigated through this process without the transactional expertise and professionalism of the Cross Keys Capital team. Cross Keys Capital distinguishes themselves from many investment banks with their work ethic, diligence, knowledge of the healthcare space, and unfettered drive to succeed for their client. Even in a best-case scenario, selecting a partner is a stressful and exhaustive process for a practice to weather. Cross Keys Capital simplified our decision making, continuously imparted confidence to my team on achieving our goal, expertly performed all of our heavy lifting, and actually allowed my team to have fun along the journey.”

Daryl F. Mann, O.D.





Just Looking?

If you work with Cross Keys, it does not mean you ultimately have to sell.

If you simply want to explore your options, we can help you, amongst other things:

- Identify potential financial and strategic partners
- Examine potential valuations and buyout packages
- Review post-sale compensation terms and structure



Advocacy And Expertise At Every Stage

You will have questions – lots of them. And we're here to answer them. We will meet with you to discuss strategic alternatives, help reach a consensus among partners, shareholders, and physician colleagues and identify your goals to determine the best path for you and the practice, such as:

- Buy-out or one-time sale with long-term employment contracts
- Status quo
- Partial sale or recapitalization, also with long-term employment contracts

Maximize Value

With more than 100 physician practice transactions under our belt, we will effectively market your practice and assist you in identifying and selecting the right partner. We'll also help you maximize the value of your practice and obtain the ideal post-sale compensation structure and employment contract.

Supreme Confidentiality

We maintain confidentiality, so you're protected both during and after the transaction process. In addition to propriety in marketing your practice, we'll also protect confidential information throughout the entire process.

More Than Deal Brokers

We are consultative in our approach and we work for your group - we do not work for the buyers. If you choose to sell your practice, we will help you address the multitude of additional considerations beyond the financial aspects of your deal. For example, we'll help you educate and communicate with all your shareholders and employees, and ensure minimal distraction in order to maintain continuity in your clinical operations.

Why Cross Keys Capital?

Cross Keys Capital is one of the most active and experienced firms in the United States working with medical practices. Our principals, who have decades of experience at leading investment banks, have closed more than 100 transactions in the physician practices space. In fact, our deals have been widely recognized, including winning the “Healthcare Deal of the Year” from the M&A Advisor Awards.

In addition, since we’re currently engaged in selling physician-owned practices throughout the United States, we can “hit the ground running” to capitalize on our in-depth market knowledge and unique relationships with the buyer community, maximizing the value of your business.

Physicians look to Cross Keys for...

Experience

Our team is comprised of seasoned bankers and board-certified physicians with decades of experience.

Deal Leverage

We maximize your deal value and help negotiate favorable employment contracts to meet each shareholder's personal circumstances.

Insight

Because we specialize in healthcare M&A transactions, and in particular advising physician practices, we have strong relationships with and unique insight and understanding of potential buyers, including how they value a deal


Market Knowledge

We are one of the most knowledgeable investment banking firms in the physician practices market.

Safekeeping

As your trusted advisors and advocates, we ensure utmost confidentiality and protect your interests at all times.

Contact Bill Britton, Managing Director, 954-410-1936 (mobile) or Michael Papadakis, Managing Director, 954-540-1891 (mobile) for a confidential consultation.



"While we initially selected Cross Keys due to their team's knowledge and experience with similar physician groups, it was their consistent guidance that was invaluable in aligning our group with the ideal partner to help us build on the practice we have established and also retain the culture of our organization. The team at Cross Keys was unwavering in their commitment to our shareholders, our practice, as well as our personal and corporate goals, shepherding us through the process to the consummation of our exciting new partnership. From the beginning, I always felt as though Cross Keys had our best interests in mind. Their team played a key role in bringing this partnership to a successful fruition."

Christopher Quinn, O.D.



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450 E Las Olas Blvd
Suite 850
Fort Lauderdale, FL 33301

954-779-3195
www.ckcap.com