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WHO WE ARE

Cross Keys Capital is a sell-side investment bank providing superior strategic advisory services to established middle market businesses. Cross Keys Capital's healthcare team has an unparalleled understanding of deal dynamics and valuations across various healthcare sectors, having **completed the sale or merger of over 150 healthcare companies.** Cross Keys' extensive track record of advising healthcare businesses **is unrivaled by any other middle-market investment bank.**

HEALTHCARE EXPERIENCE

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

Physician Practice Mgmt.

- Oncology
- Cardiology
- Ophthalmology/Retina
- Plastic Surgery
- Orthopedics
- ENT/Allergy
- Dermatology
- Primary Care
- Oral Surgery/Dentistry

Healthcare Technology

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

Other Healthcare Businesses

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

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 & 3rd parties
- Manage due diligence & buyers' requests
- Organize and prepare shareholders for all meeting
- 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
- Bring knowledge of industry and acquisition activity relevant to the transaction
- Manage conflicting shareholder opinions and goals