

## 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. Our healthcare practice is a leader in representing private physician group practices across the country. Our extensive experience and track record in advising physician practices 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 60 independent physician practices and healthcare companies.

## HEALTHCARE EXPERIENCE

We have a strong understanding of the economics and operations of independent physician practices, with experience advising on the sale of office-based, hospital, and ASC group practices. 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.

- Allergy
- Anesthesiology
- Behavioral Health
- Cosmetic Surgery
- Dentistry
- Dermatology
- Diagnostic Imaging
- Emergency Medicine
- ENT/Otorhinolaryngology
- Gastroenterology
- Home Health Care
- Hospital Medicine
- Ophthalmology
- Optometry
- Orthopedics
- Pain Management
- Physical Therapy
- Podiatry
- Radiology
- Urology
- Women's Health

## 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 EBITDA 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 EBITDA 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 SENTA Partners



Acquired by DermCare Management




Acquired by Ophthalmic Consultants of the Capital Region




Acquired by Lee Equity Partners



Acquired by Spectrum Vision Partners



Acquired by Spectrum Vision Partners



Acquired by Boyne Capital



Acquired by PRISM Vision Group




Acquired by Family Treatment Network




Acquired by Addus HomeCare




Acquired by Chicago Pacific Founders



Acquired by New Mainstream Capital




Acquired by DermCare Management



Acquired by CAPNA



Acquired by PhyMed Healthcare Group



Acquired by Sheridan Healthcare

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