

A Wealth of Opportunity

Exploring Options For Your
Ophthalmology 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 continue to experience dramatic challenges, including: serving increased numbers of insured Americans; keeping up with increased technology requirements, as well as outcomes data and standards; and continued cost pressures from payers. What does it all mean, and how will it affect your ophthalmology practice?

At Cross Keys Capital, we've helped hundreds of physicians better understand the impact of today's dynamic healthcare landscape, and we've helped them monetize the equity they have built in their practices from their years of experience, while simultaneously protecting them from the inherent risks of a volatile 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. In addition, we'll 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, 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 50 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 50 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 ophthalmology 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.

Ophthalmologists 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, with a focus on physician practices, we have strong relationships with and insights into potential buyers, including how they value a deal and their typical deal structures.
- **Market Knowledge.** We are one of the most experienced 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, Co-Founder and Managing Director, Cross Keys Capital, for a confidential consultation at 954-779-3195 (office) or 954-410-1936 (mobile).

A close-up, high-angle shot of a man with short, light brown hair and a light beard, wearing a dark blue suit jacket, a white shirt, and a teal tie. He is looking down intently at a white document or table. The background is blurred, showing what appears to be a modern office interior with light-colored walls and a railing.

"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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