

## FOR IMMEDIATE RELEASE

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### Healthcare IT Firm, AppRev, Acquired by OSG

**Rockville, MD – September 26, 2018** – Greenberg Advisors (GA), the leading M&A advisor to owners and investors in Revenue Cycle Management (RCM) and Healthcare IT (HCIT), announced the acquisition of its client Applied Revenue Analytics (AppRev) by OSG Billing Services (OSG). Greenberg Advisors served as exclusive financial advisor to AppRev on the transaction.

AppRev provides industry-leading Healthcare IT and Business Intelligence (BI) solutions for hospitals and health systems across the U.S. Its SaaS-based solutions improve clients' revenue cycle performance by offering analytics on denied claims, creating and optimizing pricing strategies, and enhancing revenue integrity functions.

“This is an exciting new chapter for AppRev,” stated Seth Avery, President and CEO of AppRev. “By joining forces, we now offer more data-driven, comprehensive solutions to our customers and significant opportunities to our employees and partners.”

Zach Eisenberg, Associate at GA, commented “The completion of this transaction reflects the great business that the shareholders have built, as well as the hot market for HCIT and tech-enabled RCM service business. As a result of our focus in this market, we were able to structure the right deal with the ideal strategic buyer for AppRev.”

This is the fourth transaction completed by Greenberg Advisors in 2018.

To read OSG's press release for this transaction, [click here](#).

#### About Greenberg Advisors

Greenberg Advisors, LLC provides trusted M&A and strategic advice within the financial services and business services sectors worldwide. The firm is best known for its expertise in Revenue Cycle Management (RCM), Healthcare IT (HCIT), Accounts Receivable Management (ARM), and Business Process Outsourcing (BPO). Focused on these sectors for over 20 years, the firm's professionals offer a comprehensive, yet highly specialized perspective from which to advise clients, which has resulted in the completion of over 130 merger & acquisition (M&A), capital raising, valuation, and strategic advisory transactions. These client successes reflect its distinct client-first approach, objective point of view, deep sector expertise, and roll-up-the-sleeves work ethic. Follow the firm on Twitter [@GreenbergAdvrs](#) or visit [www.greenberg-advisors.com](http://www.greenberg-advisors.com).

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