

## FOR IMMEDIATE RELEASE

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### GA Leads HFMA Webinar on How to Capitalize on M&A Opportunities in Today's Market

**Rockville, MD – February 14, 2020** – Greenberg Advisors (GA) led a webinar for the members of HFMA Region 7 focused on how to plan for and execute on M&A opportunities in RCM and Healthcare IT. The session was for experienced buyers and sellers, as much as for those curious or new to the topic. GA's comments covered the following topics:

- M&A Activity and Trends in RCM and HCIT
- Analysis of Recent Transactions
- Items that Impact Company Valuation
- How to Create and Implement an M&A Plan

Brian Greenberg, CEO, and Casey Krasko, Associate, led the presentation for GA. According to Greenberg, "Senior executives in RCM and Healthcare IT need to be well-informed regarding M&A, now more than ever. Its pervasiveness has made it integral to businesses in these markets, so it's a critical part of every executive's education."

Throughout the session, there was a healthy dose of Q&A. Participants asked questions about valuations for RCM and HCIT firms, the advantages of strategic investors as compared to financial investors, and whether and how the loss of a large client might impact the salability of a business, for example.

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#### About Greenberg Advisors

Greenberg Advisors, LLC provides trusted merger & acquisition (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 nearly 25 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 M&A, capital raising, valuation, and strategic advisory engagements. These client successes reflect its distinct client-first approach, objective point of view, deep sector expertise, and roll-up-the-sleeves work ethic. Greenberg Advisors celebrated its 10-year anniversary in 2019. Follow the firm on Twitter [@GreenbergAdvrs](#) or visit [www.greenberg-advisors.com](http://www.greenberg-advisors.com).

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