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Contact:

Brian Greenberg, Tel. 301-576-4000
bgreenberg@greenberg-advisors.com

Denials Management Firm, ARMC Financial Services, Acquired by Revco Solutions

Rockville, MD – March 8, 2021 – Greenberg Advisors (“GA”) is pleased to announce the acquisition of ARMC Financial Services (“ARMC”) by Revco Solutions (“Revco”), which is a portfolio company of Longshore Capital Partners (“Longshore”). GA initiated the transaction for Revco and Longshore.

Based in Oradell, New Jersey, ARMC is a healthcare revenue cycle management company that specializes in denials management.

Brian Greenberg, CEO of GA, commented, “The denials management sector is a hotbed of M&A activity, as specialists can significantly ease the cash flow issues faced by providers. In fact, this is one of a few transactions that we’ve completed in the denials space since last summer. In the case of ARMC, the owners built a solid business with marquee clients and great brand recognition.”

Revco’s CEO, Geoff Miller, commented, “ARMC’s denials management expertise allows Revco to enter a highly attractive niche of the revenue cycle to better serve its existing clients.”

For more information regarding RCM and HCIT investment and M&A activity, read GA’s [2020 M&A Update for RCM and HCIT](#), which offers insight and trend analysis.

About Greenberg Advisors

Greenberg Advisors, LLC is an independent investment bank providing world-class M&A and strategic advisory solutions to Business Services and Technology companies in the Revenue Cycle Management (RCM), Healthcare Information Technology (HCIT), Accounts Receivable Management (ARM), and Business Process Outsourcing (BPO) sectors.

Within Healthcare, Greenberg’s market depth, experience, and relationships span the software and services that address functions from patient access to clinical, financial, and operational aspects to reimbursement-related activities, post-encounter communications and everything in between.

Focused on these sectors for over 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 135 M&A, capital raising, valuation, and strategic advisory engagements. These client successes reflect Greenberg’s distinct client-first approach, deep sector expertise, objective point of view, and work ethic.

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