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RCM Firm, Medical Reimbursement, Inc., Acquired by a Large Strategic

Rockville, MD – July 20, 2021 – Greenberg Advisors (GA) is pleased to announce the acquisition of Medical Reimbursement, Inc. (MRI) by a large Revenue Cycle Management (RCM) firm. GA represented MRI in this transaction.

Founded in 1988, Cincinnati-based MRI serves hospital-based physicians, with a specialization in emergency physician groups based in academic medical centers and other health systems across the Midwest and East Coast. The firm provides full-service billing, which often includes billing, coding, provider enrollment, reimbursement services, and reporting, as well as standalone coding services.

Brian Greenberg, CEO of GA, noted, “We’re excited for the management and shareholders of MRI. The buyer in this case has ample resources and reach to help support MRI’s staff, clients, and growth.”

GA has advised in seven RCM transactions since spring of 2020, ranging from tech-enabled and service-based RCM firms specializing in billing, clinical documentation improvement (CDI), coding, coding audits, complex claims, denials management, patient-pay, underpayments, and beyond.

Despite the pandemic, \$19 billion worth of investments were completed in the Healthcare IT (HCIT) and RCM sectors in 2020, reflecting substantial investor demand. More information and analysis regarding market activity is available in GA’s [M&A Update for HCIT and RCM](#). GA’s next M&A Update, analyzing the activity of the first half of 2021, is due out soon. To receive a copy, [contact GA](#).

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.

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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