



**amb** | investment banking

**Weekly Newsletter**

December 9<sup>th</sup>, 2024

**Allen Mooney Barnes | Investment Banking**

677 King Street, Suite 410 | Charleston, SC 29403

[www.ambwealth.com](http://www.ambwealth.com)

Securities Offered Through Allen Mooney & Barnes Brokerage Services, LLC (Member FINRA / SIPC)

## Market Updates

### [Primary care market will see major shifts by 2030 as payers, nontraditional providers gain ground](#)

Two years ago, Bain & Company forecast major shifts in the primary care market as nontraditional players gain traction and grab more market share. The consulting company is holding fast to that prediction, but evolving competitive dynamics and recent moves by some healthcare companies will change the playing field in the next five years, according to a new report. Nontraditional providers, including retailers, payers and advanced primary care providers, are expected to capture 30% of the U.S. primary care market by 2030, according to Bain & Company's new study.

### [How eClinicalWorks is redefining revenue cycle management with AI](#)

Interweaving cutting-edge and affordable artificial intelligence (AI) across all aspects of medical practice is helping to reshape the healthcare industry and how practices deliver care. eClinicalWorks is at the forefront of this new AI age of intelligence. Revenue Cycle Management (RCM) remains critical to sustaining healthcare practices, and eClinicalWorks AI-powered RCM solutions are changing the status quo and redefining the end-to-end billing process.

### [M&A or affiliation improved rural hospitals' margins, reduced risk of closure](#)

Nearly half of rural hospitals moved out of the high-risk category after a merger, acquisition or affiliation with a larger system, a new analysis has found. The report aimed to examine the economic role of hospitals in rural areas, the challenges they face and the outcomes on the financial well-being of hospitals from M&A. The research, spanning the decade from 2011 to 2021, highlighted that—while it may not be the right path for every community—aligning with a larger system can offer a lifeline for rural hospitals in need.

## Healthcare Operators

### [Addus closes \\$350 million deal for Gentiva's personal care assets](#)

Addus HomeCare Corp. has completed its acquisition of Gentiva's personal care assets. The deal will significantly bolster Addus' footprint in certain states, and also allow the company to enter other states for the first time. In a press release, Addus noted that the \$350 million deal was funded through a combination of cash on hand and the company's existing revolving credit facility. It will add 16,00 consumers per day across seven states – Arizona, Arkansas, California, Missouri, North Carolina, Tennessee and Texas. With the deal finalized, Addus is set to become the largest provider of home care services in Texas.

### [Kaiser Permanente-backed Risant Health closes Cone Health acquisition, adding 2nd health system](#)

Risant Health completed its acquisition of Cone Health, bringing the nonprofit health system under its umbrella following the acquisition of Geisinger back in March. Oakland, California-based Kaiser Permanente announced the formation of subsidiary Risant Health and its broader strategy to acquire health systems in April 2023. Kaiser said the deal to buy 10-hospital Geisinger Health was the first step on its ambitious plan to form a multisystem, multiregional value-based care organization.

### [Staffing company Aya Healthcare acquires Cross Country Healthcare for \\$615 million](#)

Aya Healthcare, a talent software and staffing company, has signed a definitive agreement to acquire tech-enabled healthcare staffing company Cross Country Healthcare for \$18.61 per share in an all-cash transaction valued at around \$615 million. The combined companies will allow Cross Country to have a presence in non-clinical settings and expand to all 50 states. The \$615 million transaction represents a 67% premium to Cross Country's closing price on the stock market on December 3<sup>rd</sup>.

## Healthcare Legislative and Legal Updates

### [Health systems urge Congress to extend telehealth flexibilities](#)

Nearly 80 healthcare organizations are calling on Congress to extend telehealth flexibilities established during the COVID-19 pandemic for at least two more years. In a letter addressed to Senate Majority Leader Chuck Schumer, House Speaker Mike Johnson, Senate Minority Leader Mitch McConnell and House Minority Leader Hakeem Jeffries, the groups urged lawmakers to act before the policies expire on December 31<sup>st</sup>. "Anything less than that will be highly disruptive to care delivery and will create an unnecessary level of uncertainty for clinicians and their patients," the letter stated.

### [Antitrust division AAG outlines need for more aggressive antitrust enforcement in the healthcare industry](#)

In an interesting political twist, the difference in approaches to antitrust enforcement between Democrat and Republican Administrations has been narrowing. It used to be that the difference in party control of the Antitrust Division and the Federal Trade Commission would have a significant impact on enforcement priorities. That gap is definitely changing and reflects growing agreement in the public in preventing anti-competitive conduct.

### [Mount Nittany Health to pay \\$1.8 million to settle online tracking technology lawsuit](#)

Mount Nittany Health could pay \$1.8 million to more than 70,000 patients to settle claims it improperly shared their private data with tech companies for marketing purposes, according to a proposed settlement agreement. The nonprofit health system was sued last year on behalf of two anonymous Pennsylvania residents, who claimed Mount Nittany had disclosed information about their treatments, medical providers and online searches to companies including Google, Facebook and LinkedIn.

# Transactions Overview

## M&A Transactions from 12/1/2024 to 12/8/2024

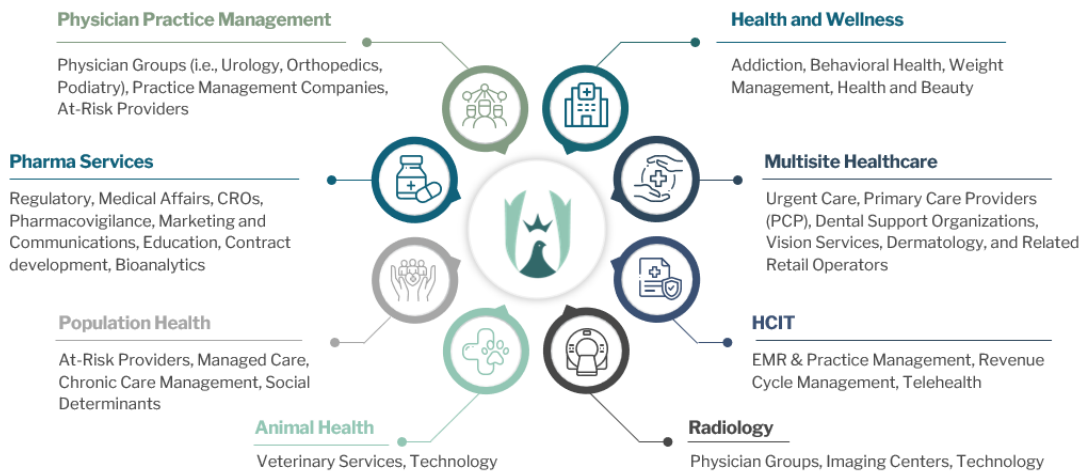
Date	Target	Buyer/Investor	Description	Status	Healthcare Vertical
12/2/2024	Cook Medical	CooperCompanies (NYSE: COO)	Developer and manufacturer of reproductive health devices intended for use in fertility treatments.	Closed	Medical Devices
12/2/2024	Gainesville High Field MRI	Titan MRI	Provider of magnetic resonance imaging (MRI) services to the Gainesville community.	Closed	Imaging
12/2/2024	Revolution Health Solutions	CoachCare, Integrity Growth Partners	Operator of remote patient monitoring and chronic care management services.	Closed	Managed Care
12/3/2024	Blount Memorial Hospital	Prisma Health	Operator of a hospital located in Maryville, TN.	Closed	Hospital
12/3/2024	Citizens Rx	LucyRx	Provider of pharmacy benefit management services intended for public and private companies.	Closed	PBM
12/3/2024	Integrated Oncology Network	Cardinal Health (NYSE: CAH)	Provider of oncology center development, management, advisory.	Closed	Oncology
12/3/2024	Purpose Healing Center	Owner Resource Group	Provider of alcohol and drug treatment centers.	Closed	Substance Abuse
12/3/2024	Southern Indiana Rehab Hospital	Post Acute Medical	Operator of the post-acute healthcare hospital based in New Albany, IN.	Closed	Hospital
12/4/2024	Cone Health	Risant Health	Provider of not-for-profit healthcare network services.	Closed	Health System
12/4/2024	Cross Country Healthcare (NAS: CCRN)	Aya Healthcare	Provider of total talent management services.	Announced	Healthcare Staffing & Education
12/6/2024	Navis Clinical Laboratories	Wildcat DX	Provider of laboratory testing services.	Closed	Lab
12/6/2024	Rehabilitation Health Center	Indispensable Health	Provider of physical therapy services.	Closed	Physical Therapy

Based on publicly available information

The transactions featured in this week's newsletter represent a collection of notable deals, and unless stated otherwise, ambwealth was not involved in these transactions.

## AMB at a Glance

AMB focuses on healthcare niches where consumerism and fragmentation meet to disrupt traditional healthcare channels. We are currently most active in the following segments:



### Research

**New sector insights each month**

For our recent sector insights, click below

[Learn More](#)

AMB  
Investment Bank  
229-225-1500  
[info@ambwealth.com](mailto:info@ambwealth.com)

## AMB Investment Banking | Key Contacts

Ryan Loehr, Managing Director  
843-405-1108  
[ryan.loehr@ambadvisors.com](mailto:ryan.loehr@ambadvisors.com)

Mikel Parker, Managing Director  
843-501-2183  
[mikel.parker@ambadvisors.com](mailto:mikel.parker@ambadvisors.com)

Johnny Cross, Vice President  
843-371-8596  
[johnny.cross@ambadvisors.com](mailto:johnny.cross@ambadvisors.com)



Know our clients, Appreciate their concerns, Work diligently to accomplish their goals