

Greenberg Advisors

M&A • STRATEGIC ADVISORY • CAPITAL

THE REAL DEAL

— *featuring* —



Kristeen Coronado
Founder



Kristeen Coronado
*Founder of
Enhanced Revenue
Solutions*

Kristeen Coronado is the Founder of Enhanced Revenue Solutions ("ERS"), an RCM firm that specializes in the cardiology market. ERS was acquired by Infinx, which Greenberg Advisors ("GA") represented in the transaction.

Why did you decide to sell your company?

I was approached by probably 100 companies in the two or three years prior to the decision. What really made the decision was who they [Infinx] were as people.

What were your main priorities for your transaction, and did you accomplish them?

I would say that my main goal was to make it as seamless as possible so that our clients didn't notice a change. And the same thing with our employees. And yes, we definitely accomplished that.

What was the most rewarding part of the sale process?

For me personally, it is that I now have a more secure financial future.

What were some of the biggest challenges you faced during the process and how were those overcome?

Staying truly involved was a key thing for me. I didn't want to just stick around and be a lame duck. The buyer's CEO made me feel like he was actually going to keep me running the business. He let me speak with one of the other groups that he acquired. That made me feel confident that I would be retained, and that they weren't sending a battalion over here to take over our office. He has let me run things how I ran them before selling, for the most part. I used to spend money on things he would never spend money on. In retrospect, he is right, so it's been a good learning experience for me.

In this transaction, GA advised Infix, the buyer of your company. With that perspective in mind, how would you describe your experience with GA?

What I really liked about Greenberg Advisors was that you were very straight-forward and honest. That really matters to me because I knew that GA wouldn't candy-coat anything, and I really appreciated the honesty.

Did having a relationship with GA prior to the transaction help alleviate any concerns? How important was this and how did it impact the outcome?

I think it's really important. When speaking with GA, I didn't feel like I was being "sold" on something. GA understood my business and my industry very well, and they took the time to become very familiar with my goals. As a result, I was very comfortable with the team. Another thing I really valued about working with GA was that your team was able to have the hard conversations during the deal that I was too stressed out to handle. So, I appreciated that very much.

"... [GA] was able to have the hard conversations during the deal that I was too stressed out to handle."



When selecting the right buyer, would you weigh more heavily the importance of cultural fit, fit between offerings, or any other elements?

More than anything, it's so important for both parties to be transparent. When there's a lack of communication regarding the ultimate goals or how you actually plan on running the business, it can really cause problems. If I hadn't been transparent, our new partner may not have trusted me to continue running the company. And then on the other side of it, if Infix didn't live up to their promise of letting me operate the company the way we have (with maybe the exception of a few things) ... well then, I'm not going to be happy and he's not going to be happy. So, I think it's very important that everybody is transparent.

Please describe what it's like to work at the company you built, but to no longer own it.

It doesn't feel any different to me. I still act like an owner. The stressors still exist to make the clients happy and to make sure when we take on a new client, we do a great job for them. So, I feel exactly the same way.

What are you most pleased with that you didn't expect?

Our new partner has brought a lot of knowledge and experience to the table, and some great technology. Our company is stronger because of them.

ABOUT GREENBERG ADVISORS

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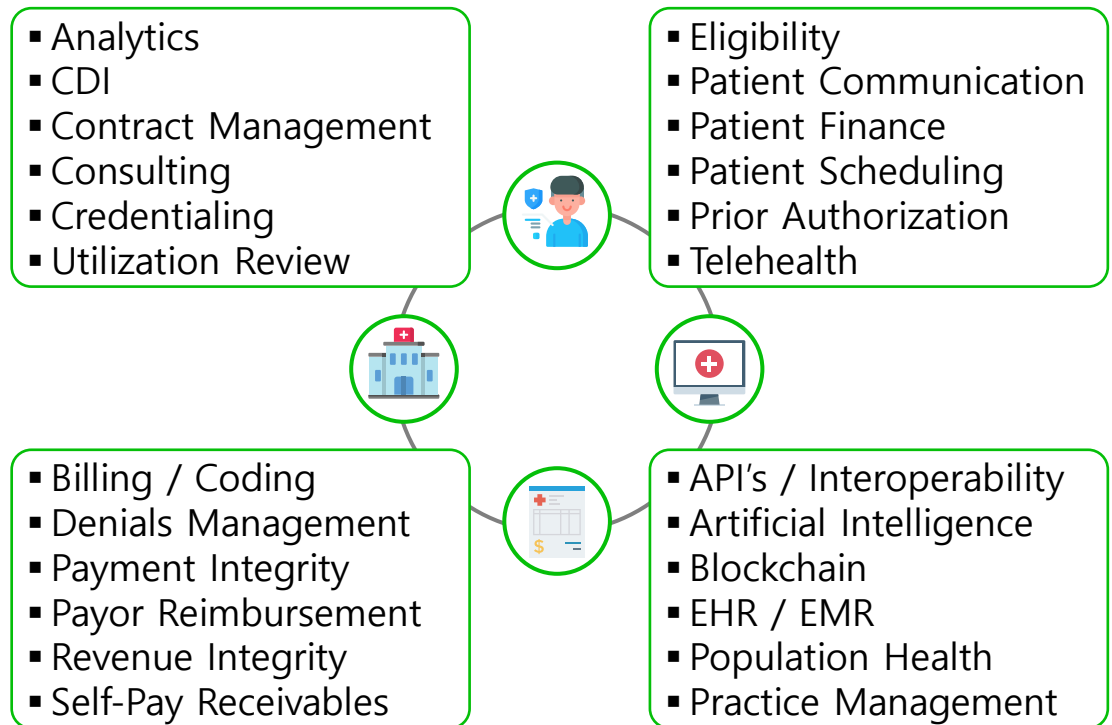
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The firm's RCM and HCIT expertise spans nearly all care delivery methods and specialties across the following IT and service offerings, as well as many others.



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