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Greenberg Advisors' Thought Leadership Throughout 2023

Rockville, MD – January 8, 2024 – As one of the most active M&A advisory firms specializing in RCM and HCIT transactions, Greenberg Advisors (GA) is proud to have been a leading voice over the last year on M&A activity and trends in the RCM and HCIT markets.

In addition to its acclaimed biannual M&A Update, which analyzes industry M&A activity based on GA's involvement in M&A transactions and its proprietary data, firm members contributed to many healthcare and M&A media outlets in 2023. This included conducting webinars and podcasts for 4D and Lumina Health, as well as publishing articles and being quoted in respected publications by Middle Market Growth, for example, including its marquee Healthcare Report 2023.

GA also launched a new publication, called Industry Leaders, in which senior industry executives provide their perspectives on critical topics impacting the market. The first edition was a great success, offering many new insights, and a second edition is scheduled to publish in Q1 2024.

Brian Greenberg, CEO, commented "First and foremost, we're an M&A advisory firm focused intently on our clients' objectives. But we always strive to push the envelope, think and act creatively, and provide new insights for clients and the industry."

The firm's innovative analyses reflect its depth, fresh perspectives, and understanding of the market. In July, Middle Market Growth published GA's article, "AI Creates a Flurry of M&A Activity in Healthcare RCM and HCIT." And in September, GA published "Private Equity's Downstream Impact on M&A," which examines the timing, velocity, and impact of private equity acquisitions after investing in a platform. The firm also published another edition of The Real Deal, wherein senior executives provide feedback on their M&A experiences for the benefit of those who may be considering an M&A event.

Contact GA to discuss how the firm could contribute to your publications or events.

About Greenberg Advisors

Greenberg Advisors, LLC provides 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, resulting in the completion of over 150 M&A, valuation, and strategic planning 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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