Greenberg Advisors

M&A ADVISORY IN HEALTHCARE IT & RCM

M&A Update 2025

Healthcare IT & Revenue Cycle Management

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Introduction

Dealmaking Soars in 2025

Investments into Revenue Cycle Management (RCM) and Healthcare IT (HCIT) businesses exceeded $28.6 billion in transaction value for the year, the highest total since 2022. Open questions remain regarding how these firms will be impacted by the downstream effects of the OBBBA, price transparency rules, and extensions of ACA premium subsidies that expired at the end of 2025. Nonetheless, investors poured into the market via an array of investment strategies.

Among the many notable transactions, some of the largest outsourcing companies were acquired by large-cap private equity firms, including Blackstone, Ontario Teachers' Pension Plan, and New Mountain Capital, foreshadowing what will likely produce significant add-on acquisitions among these groups.

Greenberg Advisors' (GA) M&A activity mirrored the market's broader themes, including transactions involving highly specialized RCM companies, the sale of a fast-growing tech-enabled consulting business to Huron (NASDAQ: HURN), and the acquisition of a sizeable clinical-focused denials management business, among others. Learn more about GA's transactions here.

All of us at GA look forward to hearing of your current growth and exit interests. Please feel free to reach out. In the meantime, we wish you a healthy and successful 2026!

Data Source

The data and analysis summarized herein are based on information from GA's proprietary database in conjunction with GA's knowledge of the market. GA does not use market data from data vendors. Its data is highly reliable - most often obtained directly from transaction participants. We go to great lengths to gather this information to provide it in aggregate to the public in publications like this one but also to ensure that we, and our clients, are fully informed for transaction planning and execution.

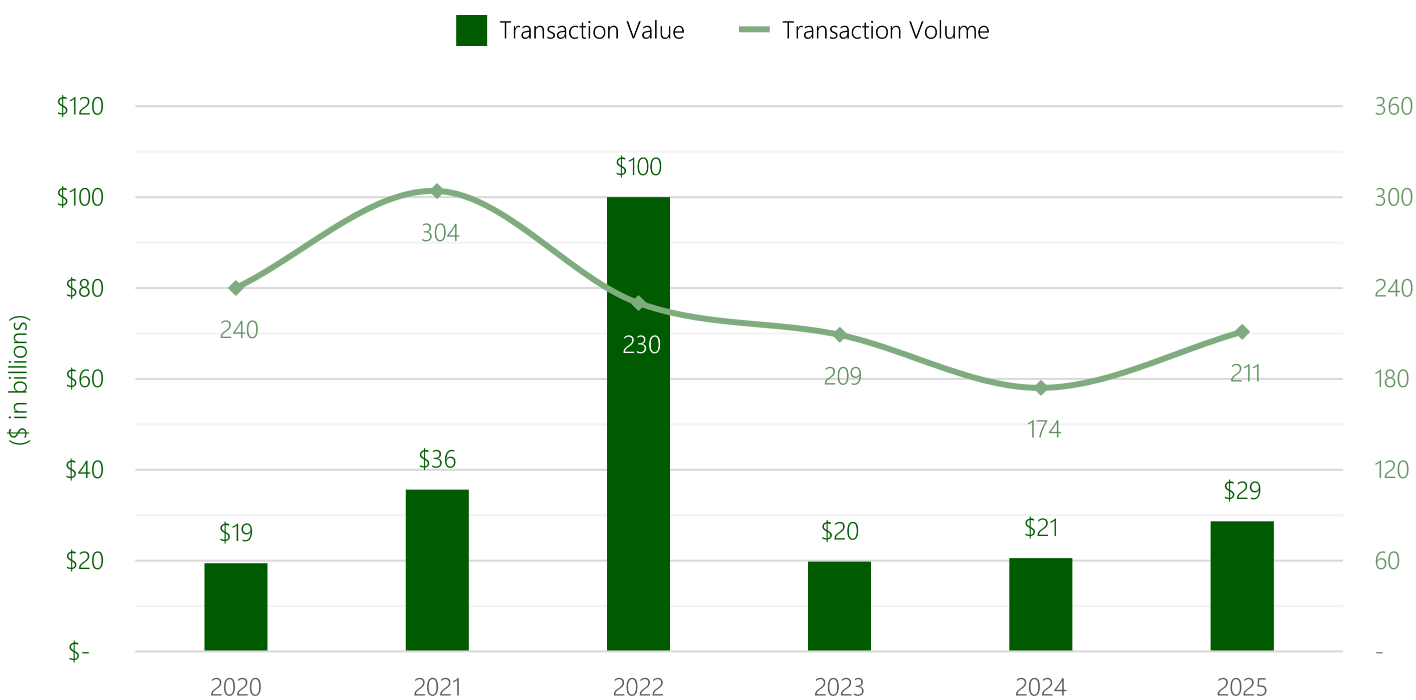
Key Takeaway

M&A Activity Accelerates

$28.6 billion in deal value and 211 transactions both represent multi-year highs.

Investors and lenders remain enthusiastic, creating a 'seller-friendly market' reflected by abbreviated closing timelines, aggressive deal structures, and premium multiples for top-tier businesses.

Transaction Value and Volume



Note: Four large deals totaling $77B+ in transaction value drove the increase in 2022.

Source: Greenberg Advisors

Key Takeaway

Checking in on AI

The chatter around AI was deafening in 2025 and for good reason - the opportunities are vast. From our work with RCM and HCIT companies across all facets of healthcare, there are a few areas that have proven to be early, and seemingly effective, adopters of this budding technology:

- Patient Engagement. LLMs are proving to be helpful in automating and improving routine patient communications. This is a logical advancement area, since it benefits from research and progress made in other industries that can more readily be applied to the healthcare setting.

- Claim Denials & Appeal Letters. Payors have long used AI and algorithms to deny claims – now providers are leveraging AI to level the playing field. AI is helping RCM firms and providers assess the validity of denials, review payor contracts quickly, compile support to fight a denial, and even draft appeal letters.

- Coding. Autonomous coding has made big strides in recent years, and AI seems to be significantly improving accuracy and speed. While some of the larger players in the market are making progress on autonomous coding solutions, many firms are also leveraging AI to perform coding reviews and to audit clinical documentation. This functionality can be leveraged pre- and post-bill submission, making the use cases more flexible depending on the RCM vendor or provider's preference.

- Analytics. AI is being leveraged to sift through massive amounts of data to uncover improvement opportunities. We're seeing this in the underpayments, contract review, chargemaster, and related areas, and we expect to see more use of AI in the revenue integrity and CDI functions soon.

In the near term, at least, we view AI as a potentially highly effective enhancer of capabilities.

Key Takeaway

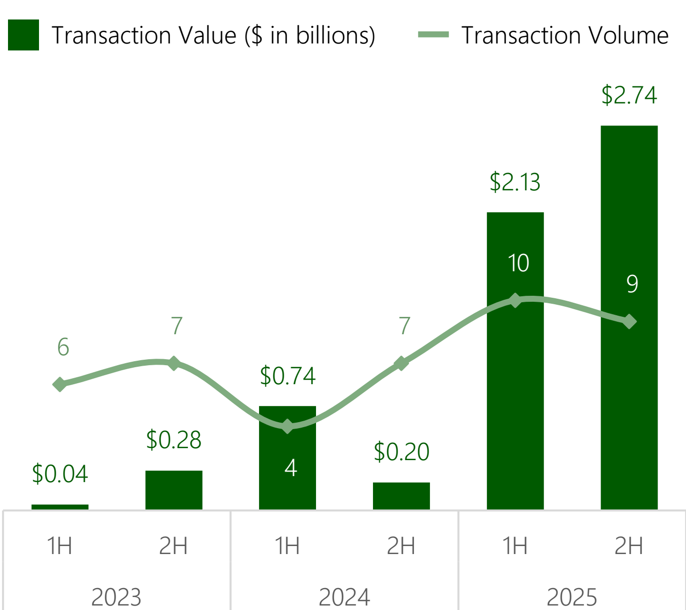
Publics in the Spotlight

The overall market for initial public offerings (IPOs) continues to heat up. There were 216 IPOs in the US throughout 2025 (across all sectors), marking the fourth consecutive year of increased IPO activity.[1] It will be interesting to see if this momentum continues and whether this activity at the upper end of the market buoys activity in the lower middle market.

Deal volume among public buyers of RCM and HCIT companies reached its highest level since 2021, providing liquidity to private equity firms as well as founders. High-profile transactions included Cedar Gate Technologies' acquisition by IQVIA (NYSE: IQV), Waystar's (NASDAQ: WAY) acquisition of Iodine Software, and Huron's (NASDAQ: HURN) acquisition of Eclipse Insights.[2] A strong public buyer pool should keep the market humming as these groups often have a lower cost of capital and can offer stock as an element of deal consideration. Having publicly-held buyers in the mix of potential acquirers increases competition and therefore transaction terms received by sellers.

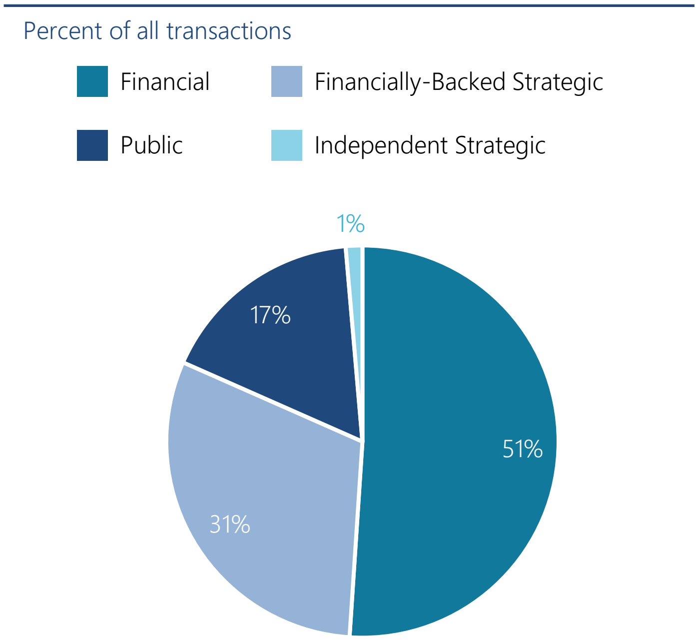
Public Buyers' Role in RCM & HCIT M&A Activity

Transaction Value and Volume by Public Buyers



Source: Greenberg Advisors

2025 Transaction Value by Buyer Type



Source: Greenberg Advisors

[1] *Source: EY, "2025 US IPO Activity Fuels Confidence for 2026."*
[2] *GA represented Eclipse Insights in its sale to Huron.*

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We are pleased to have advised in the following transactions in 2025.

goldenHour *a subsidiary of* ZOLL was acquired by sarnova *a subsidiary of* Patricia Industries Part of Investor AB	▪ **Type:** Corporate Divestiture ▪ **Primary Solutions:** End-to-End Billing Services ▪ **Markets:** EMS (Ground and Air Medical Transportation)
enablecomp complex revenue intelligence *a subsidiary of* WCAS acquired Health/ROI Health Resources Optimization Inc.	▪ **Type:** Acquisition by a Private Equity-Backed Strategic ▪ **Primary Solutions:** Denials Management and DRG Review Services ▪ **Markets:** Health Systems & Hospitals ▪ **Press Release:** Link
ECLIPSE INSIGHTS was acquired by HURON	▪ **Type:** Sale of a Founder-Owned Business ▪ **Primary Solutions:** Tech-Enabled Revenue Improvement Consulting ▪ **Markets:** Health Systems & Hospitals ▪ **Press Release:** Link
Knack RCM *a subsidiary of* LKCM HEADWATER INVESTMENTS acquired PPM Partners	▪ **Type:** Acquisition by a Private Equity-Backed Strategic ▪ **Primary Solutions:** Practice Management and End-to-End Billing Services ▪ **Markets:** Anesthesia ▪ **Press Release:** Link
Patient Eligibility & Advocacy-Focused RCM Firm was acquired by Private Equity-Backed Strategic Buyer	▪ **Type:** Sale of a Founder-Owned Business ▪ **Primary Solutions:** Patient Eligibility, Enrollment, and Advocacy Services ▪ **Markets:** Health Systems & Hospitals

Key Takeaway

Automation Platforms Drawing Interest

Several autonomous coding platforms and adjacent upstream AI-enabled companies raised substantial growth capital in 2025. For instance, Ambience Healthcare, a transcription solution that leverages ambient AI, raised a $243 million Series C round, and Abridge, which is focused on automating clinical documentation, raised $250 million. This also coincides with the trend we've seen wherein strategics create partnerships or invest directly into these emerging players.

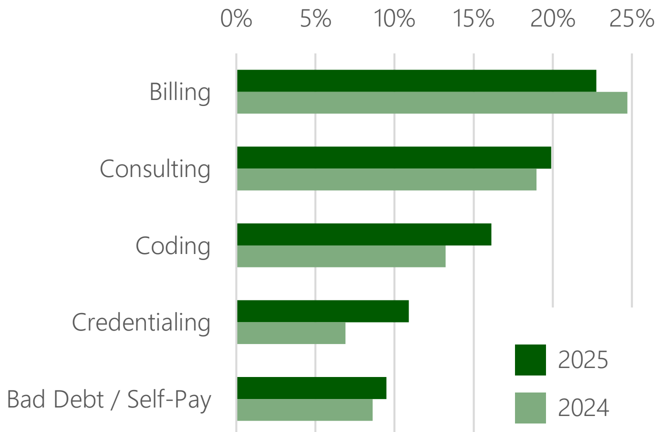
Given the varying levels of capital raised by these businesses, some might have more narrow pathways than others when it comes to an exit as investors will be looking for a return on their capital. Those that have raised more money will have a more limited pool of potential acquirers but also will likely receive higher valuations if the technology and growth patterns support it.

Key Takeaway

Where Capital is Concentrating

Most Active Service Offerings

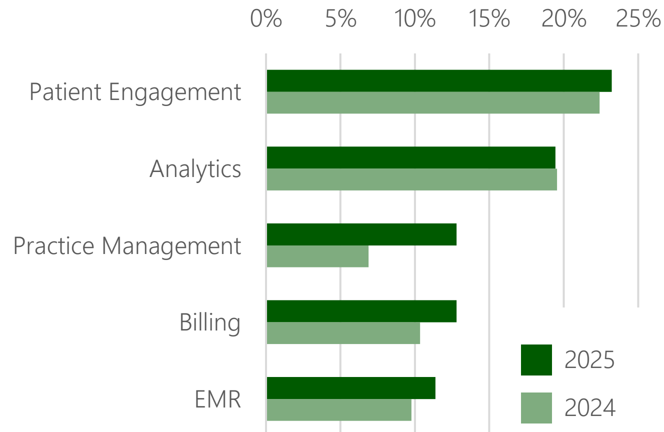
Percent of all transactions



Source: Greenberg Advisors

Most Active Technology Offerings

Percent of all transactions



Source: Greenberg Advisors

Firms providing billing or consulting services continued to garner significant interest, as these were the two most active service offerings acquired in each of the past seven years.

Deal volume related to bad debt and early-out collection services expanded, as these segments have increasingly attracted strategic and financial buyers seeking exposure to reoccurring services that directly address rising patient responsibility.

On the technology side, practice management software saw the largest surge. Many view these platforms as effective vehicles for cross-selling adjacent revenue cycle, analytics, and other capabilities.

Front-end technology offerings, including eligibility, patient registration, prior authorization, and patient scheduling also saw greater deal flow in 2025. Activity in the patient access market reflects providers' continued focus on patient experience and their attempts to reduce friction earlier in the revenue cycle, which will only become more important as the OBBBA changes are phased in.

Conclusion

Active Year Ahead for M&A

Investors and owners are gearing up for another dynamic year of M&A. While regulatory changes can sometimes cause investors to pause while they evaluate, many investors that we speak to believe OBBBA and other changes in the health insurance market will create revenue cycle complexities that healthcare providers are generally not equipped to manage in-house. The result? Significant tailwinds for the outsourced services and technology markets that investors are trying to get ahead of.

As long as current investor sentiment prevails, we expect significant levels of capital to be deployed, especially given the new private equity investors in the market, which will create attractive opportunities for founder-owned businesses and private equity firms, alike.

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Greenberg Advisors is the preeminent M&A advisor to owners and investors in Revenue Cycle Management and Healthcare IT with 34 completed transactions since 2020.

Our Differentiators

- Unmatched Track Record in RCM & HCIT Transactions
- Long-Term Relationships with Owners and Investors
- Proprietary Industry and M&A Data Assets
- Comprehensive Understanding of RCM & HCIT
- Trust Built Through Reliability and Honesty
- Protection of our Clients' Interests and Information

Our Services

Sell-Side & Buy-Side M&A Advisory

M&A Planning & Strategy

Business Valuation

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Experience in Nearly Every Facet of RCM and HCIT

Patient Access

Financial Counseling • Patient Advocacy & Enrollment • Patient Eligibility & Benefits Verification • Patient Engagement & Scheduling • Patient Finance • Patient Intake • Prior Authorization • Propensity to Pay Assessment

Payment & Reimbursement

Bad Debt • Billing • Coding • Coding Audits • Charge Capture • Complex Claims • Denials Management • DRG Review • Early-Out / EBO • Insurance Follow-Up • MVA Claims • Out-of-State Medicaid • Payment Posting • RCM Consulting & Optimization • Revenue Integrity • Third-Party Liability • Underpayments • VA Claims • Workers' Compensation Claims • Zero-Balance Review

Operations

Clinical Documentation Improvement • Compliance • Consulting • Contract Management • Credentialing • Health Information Management • Healthcare IT Consulting & Implementation • Practice Management & Marketing • Spend Management • Staffing • Transcription

Analytics & Reporting

Claim Status & Denials Analytics • Clinical Analytics • Population Health • Predictive Analytics • Pricing Analytics • Revenue Cycle Analytics • Utilization Review • Value-Based Care Enablement

Enterprise Technology & Clinical Systems

Artificial Intelligence & Machine Learning • Care Coordination & Management • Claims Management • Clinical Decision Support • CRM • Digital Health • EHR / EMR • Implementation Services • Interoperability • Mobile Health • Natural Language Processing • Practice Management Systems • RPA • System Conversion & Integration • Technology Hosting & Infrastructure • Telehealth

Payor Offerings

Care Coordination • Consulting • Cost Containment • Fraud, Waste, and Abuse • Member Engagement • Payment Integrity • Payor Workflow Tools • Quality Improvement • Risk Adjustment

Greenberg Advisors' Selected RCM & HCIT Transactions

goldenHour *a subsidiary of* ZOLL	enablecomp complex revenue intelligence *a portfolio company of* WCAS	ECLIPSE INSIGHTS	Knack RCM *a portfolio company of* LKCM HEADWATER INVESTMENTS
was acquired by	acquired	was acquired by	acquired
sarnova *a subsidiary of* Patricia Industries Part of Investor AB	Health/ROI Health Resources Optimization Inc.	HURON	PPM Partners
Patient Eligibility & Advocacy-Focused RCM Firm	Knack RCM *a portfolio company of* LKCM HEADWATER INVESTMENTS	enablecomp complex revenue intelligence *a portfolio company of* WCAS	Knack RCM *a portfolio company of* LKCM HEADWATER INVESTMENTS
was acquired by	acquired	acquired	acquired
Private Equity-Backed Strategic Buyer	HealthyBOS back office support	ANI Healthcare Solutions	Merrick Management, Inc.
INFINX *a portfolio company of* KKR & NORWEST	Commercial and Government-Focused RCM/HCIT Firm	COSENTUS	EMS|MC EMS MANAGEMENT & CONSULTANTS *a portfolio company of* bv INVESTMENT PARTNERS
acquired	was recapitalized by	acquired	acquired
MedReceivables Advisor	Private Equity/Debt Investor	AllianceMed *and its subsidiary* medcloud	PWW Advisory Group
SimiTree *a portfolio company of* SHERIDAN CAPITAL PARTNERS	SimiTree *a portfolio company of* SHERIDAN CAPITAL PARTNERS	Ovation Healthcare *a portfolio company of* GRANT AVENUE	EMS|MC EMS MANAGEMENT & CONSULTANTS *a portfolio company of* bv INVESTMENT PARTNERS
acquired	acquired	acquired	acquired
GREENPOINTMED	afia	MedCo Uptain Group, Inc.	TransMedic your medical billing professionals

Greenberg Advisors' Selected RCM & HCIT Transactions

- EMS|MC (EMS Management & Consultants), *a portfolio company of* BV Investment Partners — acquired — AMB (Andres Medical Billing, Ltd.)
- Specialized Payment Automation Technology Company — was acquired by — Private Equity-Backed Strategic
- Atwater Solutions — was acquired by — Signature Performance
- EMS|MC (EMS Management & Consultants), *a portfolio company of* BV Investment Partners — acquired — Vairkko
- presidiohealth — was acquired by — DeliverHealth, *a portfolio company of* Assured Healthcare Partners
- eIVF, *a portfolio company of* Atlantic Street Capital — made a growth investment in — univfy
- ALN — acquired RCM assets of — fivos
- Innovative Healthcare — was acquired by — Harris
- mri medical reimbursement inc. — was acquired by — MiraMed, A Global Services Company
- Gulf Capital — acquired a majority stake in — Hansei Solutions
- Revco Solutions, *a portfolio company of* Longshore Capital Partners — acquired — ARMC Financial Services, LLC
- Gulf Capital — acquired a majority stake in — Eclat Health Solutions (your partner in revenue cycle management)
- ALN — acquired — nexus
- Praxis Healthcare Solutions — was acquired by — RevInt, *a portfolio company of* NMC New Mountain Capital LLC
- Arcadia Recovery Bureau — was acquired by — Annuity Health, *a portfolio company of* Pine Tree Equity Partners
- PARA HealthCare Analytics — was acquired by — Healthcare Financial Resources, *a portfolio company of* Housatonic