

Maximizing Your Value - Considerations for Your Geriatric Care Management Business Exit Strategy

January 19, 2011, 5:30 - 6:30 p.m. EST:



Peter Sosnow Vice President of Corporate Development at SeniorBridge will provide a brief introduction and facilitate the discussion



Rona Bartelstone, LCSW, MSW, CMC Senior Vice President of Care Management at SeniorBridge, will share her personal experience of creating value in a business that became the leading geriatric care management firm in Florida including her own financial and psychosocial considerations as she grew into a national industry leader.



David C. Peck, JD, of GreenbergTraurig, a renowned international law firm, will discuss the legal checklists, strategies and advisors care management business owners should have in place and share common mistakes in the industry.



Recent Business Trends in Geriatric Care Management Market

Growth in Competition
(Real and perceived)



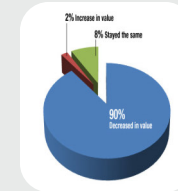
Slowed Revenue As Customer Spending Declines



Healthcare Reform Incentivizes Care Management



Outcomes Demonstrate Value to Payers



- Service lines and niches such as guardianship and caregivers.
- Capitalize on unique relationships in the market resulting from the impact and solutions we provide



*Rona Bartelstone, LCSW, MSW, CMC Senior Vice
President of Care Management at SeniorBridge,*

Personal Experiences on a Sale

- ❖ Think about your business as an investment and an asset from day one - it's not just a mission or a job;
- ❖ Get to know industry associates - their values, models, services, personnel, pricing
- ❖ Pay attention to trends in your field, especially in times of cultural and economic shifts. They will affect your future.

Learn about the “Metrics” that Count

- ❖ How many inquiries do you get each month?
- ❖ Of the calls that you get, how many “close”?
- ❖ How do people hear about you? Who are your referral sources?
- ❖ Understand your gross and net margins
- ❖ Keep track of your “census” - including length of stay and the average revenue generated by each client.

Understand about Money

- ❖ Be sure you have an efficient billing and collections process
- ❖ Learn about managing cash flow and especially managing “problem” accounts
- ❖ Monitor expenses that may be out of control & the timing of spending
- ❖ Use “consultants” wisely
- ❖ Understand your “cost of sales” if you have other staff providing services on behalf of your company

Creating Structure: And Sticking to It!

- ❖ Once your business is more than just you, it is imperative to have policies, procedures and expectations that are actually used in daily practice.
- ❖ This takes discipline, but it will enable you to feel confident that all clients and staff are being treated equitably.
- ❖ This is a risk management tool for your company and will allow you to transition during an exit strategy in a more methodical manner.
- ❖ Learn how to work on your business versus in your business, once you start to build an organization.

Who will I be when I am no longer a Business Owner?

- ❖ Why am I making this change?
- ❖ What do I want to do next? What are my goals? Strengths? Weaknesses?
- ❖ How much, if at all, do I want to work after the sale?
- ❖ Can I work in a different structure that requires reporting to others?
- ❖ Can I “give up my baby?”

Who will I be when I am no longer a Business Owner?

- ❖ Am I invested enough in the new company to identify with it rather than with the piece that I owned before?
- ❖ Is there a role that will enable me to feel that I am making a difference in the new entity?
- ❖ Am I ready to let go completely and move into another phase of my life?
- ❖ Have I defined that next phase well enough that I will be comfortable without my “business owner” identity?

The Sales Process: Can I get this Right?

- ❖ Do you need an advisory team? Who? Why?
- ❖ How do you choose who will help you?
- ❖ What will the costs be & is it worth it?
- ❖ What is the relationship like with your sales team?
- ❖ Is there such a thing as seller's remorse?

GCM Specific Issues

- ❖ Name of the business - especially if it is your name
- ❖ Intellectual property
- ❖ Separating service lines - selling only part of the business
- ❖ Future relationships



David Peck, Esq. of GreenbergTraurig