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FOR IMMEDIATE RELEASE

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ZIEGLER PARTNERS WITH AVIA TO ACCELERATE DIGITAL TRANSFORMATION IN HEALTHCARE

CHICAGO, IL – OCTOBER 28, 2019 - Ziegler, a national specialty investment bank is pleased to announce a strategic partnership with AVIA, the leading partner for digital insights, strategic guidance and consulting services. Ziegler joined the AVIA Partner Network and participated as a strategic investor in AVIA's \$22 million capital raise.

The AVIA Partner Network is a collection of forward-thinking companies, industry associations, financial institutions, and other organizations committed to digital as a primary catalyst for healthcare transformation. Over the past five years, AVIA has worked with 50+ health systems to accelerate their digital strategies. The introduction of AVIA's Partner Network builds on this concept. AVIA's health system members will now be able to access an expanded universe of resources and perspectives created by strategic partners to improve digitally enabled health in communities worldwide.

AVIA's \$22 million capital raise was led by First Trust Capital Partners, and includes a number of strategic investors and health systems with a shared vision for the future. Twelve health systems have invested in AVIA (full list available on AVIA's [website](#)). These organizations count themselves among the dozens of health systems nationwide that have selected AVIA to help navigate the threats and opportunities presented by the digitization of healthcare.

Ziegler has a unique insight into the healthcare landscape. Its domain knowledge, market insight and industry relationships with its long-standing investment bank, leading M&A advisory practice as well as its healthcare/senior living industry focus will bolster the expertise and resources that health



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systems seek as AVIA Members.

“Our unique and dedicated focus on healthcare-related practice areas – from hospitals and physician groups, to managed-care companies, healthcare technology platforms and senior living communities – provides us with expertise throughout the spectrum of care, allowing us to offer a comprehensive approach that adds tremendous value for our clients and now to AVIA and its network,” stated Dan Hermann, President and CEO and Head of Investment Banking at Ziegler.

“Ziegler’s inclusion in the AVIA Partner Network exemplifies the growing breadth and depth of expertise that we seek to bring to our health system Members,” said Bruce Brandes, General Manager of Digital & the AVIA Partner Network. “By providing a single point of access for the diverse insights and resources that our Members need to advance their digital strategies, we’re simplifying the process by which they make fully informed decisions on critical challenges -- whether that’s caring for an aging population or evolving post-acute care or the dozens of other opportunities to improve the care experience.”

For more information about Ziegler, please visit us at www.ziegler.com.

About Ziegler:

Ziegler is a privately held, national boutique investment bank, capital markets and proprietary investments firm. We have a unique focus on the healthcare, senior living and education sectors, as well as general municipal and structured finance. Headquartered in Chicago with regional and branch offices throughout the U.S., Ziegler provides its clients with capital raising, strategic advisory, fixed income sales & trading and research. To learn more, visit www.ziegler.com.

About AVIA:

AVIA is the leading partner for digital health insights, strategic guidance, and consulting services. Members of the AVIA Innovator Network solve pressing challenges with digital solutions that deliver outsized financial and clinical results. AVIA provides strategic focus, unique market intelligence, and proven resources that accelerate digital transformation throughout healthcare. Learn more at aviahealthinnovation.com. Follow us on LinkedIn and Twitter.



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Certain comments in this news release represent forward-looking statements made pursuant to the provisions of the Private Securities Litigation Reform Act of 1995. This client's experience may not be representative of the experience of other clients, nor is it indicative of future performance or success. The forward-looking statements are subject to a number of risks and uncertainties, in particular, the overall financial health of the securities industry, the strength of the healthcare sector of the U.S. economy and the municipal securities marketplace, the ability of the Company to underwrite and distribute securities, the market value of mutual fund portfolios and separate account portfolios advised by the Company, the volume of sales by its retail brokers, the outcome of pending litigation, and the ability to attract and retain qualified employees.

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