



FOR IMMEDIATE RELEASE

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ZIEGLER PUBLISHES WHITE PAPER ON HOME BASED PRIMARY CARE HIGHLIGHTING KEY THEMES AND SECTOR DEVELOPMENTS

CHICAGO, IL – FRIDAY, AUGUST 7 – Ziegler, a specialty investment bank is pleased to announce the publication of its new white paper, "Home Based Primary Care – Key Themes And Sector Developments," authored by Chris Hendrickson, Ziegler's resident healthcare services specialist and a managing director in Ziegler's Healthcare Corporate Finance Practice, as well as Ken Benton, a vice president and Frank Ugboh, a senior analyst both with Ziegler's Healthcare Corporate Finance Practice.

The white paper addresses the market demand characteristics that create the need for Home Based Primary Care (HBPC). The authors consider the changing demographics that have led to the largest elderly homebound population in U.S. history as well as the push to the lowest cost of care settings that has already resulted in favorable conditions for Home and Community Based Services, including home health, hospice and personal care. Rapidly developing technology, including the pending ascent of telemedicine, and the consumerization of healthcare are additional factors setting the stage for Home Based Primary Care.

In addition, the authors examined the successes and use cases of HBPC to date. Key demonstration projects, such as the Independence at Home project, have shown the usefulness of HBPC and Assisted Living has emerged as an early adopter.

Finally, the paper reviews some of the key payment initiatives, from increased reimbursement potential under Medicare's Fee for Service codes to recent demonstration projects such as Primary Care First. HBPC operators have pursued unique paths to profitability, with most recognizing the

longer-term future is within value-based arrangements to create alignment among key constituents and garner additional financial upside through improved care.

Ziegler's Healthcare Corporate Finance team is focused on delivering best-in-class advisory and financing solutions for companies and organizations across the healthcare industry. In our core practice areas of healthcare services, information technology, hospitals and senior living, Ziegler is one of the most active M&A firms offering innovative sell-side, buy-side, recapitalization/restructuring, equity private placement and strategic partnering services.

To obtain a copy of the white paper, please visit: <https://www.ziegler.com/hbpc-white-paper>.

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. It has a unique focus on 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 services, fixed income sales, underwriting and trading as well as Ziegler credit analytics. To learn more, visit www.ziegler.com.

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