



# Corporate Overview



**ROOTVALUATION**  
HEALTHCARE VALUATION + ADVISORY SERVICES

# Strong Roots for a Healthier Business

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Root Valuation is a healthcare-focused valuation and financial advisory firm serving clients nationally. Our mission is to provide a consultative approach to healthcare transactions to help our clients navigate fair market value in an ever-changing economic and regulatory landscape.

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## Contact us today

to learn how we can help with all your healthcare valuation needs.

☎ 720.390.6673    ✉ [info@rootvaluation.com](mailto:info@rootvaluation.com)

Our valuation experts are recognized leaders in the field, with advanced training and valuation credentials including Accredited Senior Appraiser (ASA) and Chartered Financial Analyst (CFA).



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### Fair Market Value (FMV)

Ensuring that a healthcare transaction is FMV compliant requires not only the requisite appraisal expertise, but also a thorough understanding of the myriad of regulatory complexities not found in other industries.

# Dynamic Solutions for Healthcare

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The healthcare industry is a complex ecosystem of competing, and often conflicting, goals and objectives. Industry participants face a complex regulatory environment, fierce competition, disruptive technologies, evolving payment models, and fundamental shifts in the delivery of care. At Root Valuation we leverage our experience working with health systems, physicians, health lawyers, and healthcare innovators across the nation to deliver dynamic fair market value analysis that is not only compliant and defensible, but also offers actionable insight to meet the demands of this ever-evolving industry.



Business  
Valuation



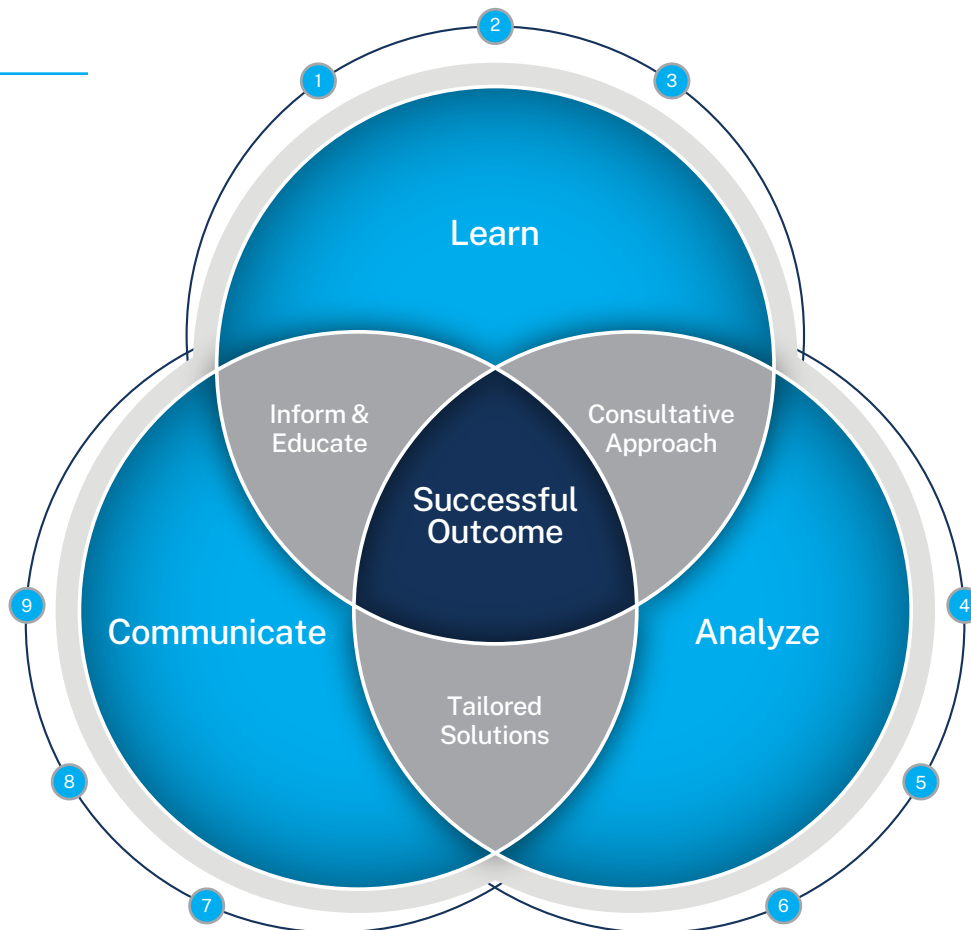
Compensation  
Valuation



Litigation  
Support



# Our Consultative Process



- |   |                                 |   |                          |
|---|---------------------------------|---|--------------------------|
| 1 | Obtain & Review Data            | 6 | Qualitative Elements     |
| 2 | Engage with Stakeholders        | 7 | Explain Theory / Methods |
| 3 | Explore & Challenge Assumptions | 8 | Walk-through Models      |
| 4 | Finance & Operations            | 9 | Synthesize Value         |
| 5 | Market Data                     |   |                          |



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“To add value to others,  
one must first value others.”

-John C. Maxwell

# Solutions for Physician Leaders and Healthcare Executives

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Provider Organizations need timely, relevant, and reliable analysis to support business decisions. We work closely with physician leaders and healthcare executives to understand their goals and objectives, identify the key risks and value drivers affecting their arrangement, and provide dynamic solutions to meet a broad spectrum of valuation needs.

## Valuation for Business Transactions

- Mergers and Acquisitions
  - Shareholder Transactions
  - Joint Ventures
  - Succession Planning
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## Strategic Value Consulting

- Sell-side Support/Transaction Advisory
  - Value Optimization
  - Benchmarking and Peer Analytics
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## Valuation for Compensation Arrangements

- Clinical Compensation
  - Administrative Compensation
  - Pay for Performance
  - Staff Leasing and Other Services
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## Appraisal Review

- Validation / Critique





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“The truth is incontrovertible.  
Malice may attack it, ignorance  
may deride it, but in the end,  
there it is.”

-Winston Churchill



Our dispute resolution services bring the appraisal process full circle, from discovery and research, to the application of financial analysis and valuation principles, and back through the rigors of testimony and cross examination.

# Solutions for Healthcare Disputes

Navigating a business dispute is a financially and emotionally burdensome process that has the potential to significantly disrupt the lives of individuals and the health of companies. At Root Valuation, our experts provide critical insight into the financial merits of a dispute to assist with case strategy and facilitate a swift resolution. Our expert advice is honest, timely, and actionable, giving attorneys and their clients the necessary tools for informed decision making throughout the dispute process. If settlement talks fail, we provide authoritative and compelling testimony to support your case before a trier of fact.

Root Valuation offers a full complement of dispute resolution and litigation support services to support all stages of the litigation process, including identification and assessment of the relevant economic issues, comprehensive damages analysis, sensitivity testing of alternative positions, review and rebuttal of opposing experts, and expert witness testimony.



- 1 Case Evaluation
- 2 Financial Due Diligence
- 3 Damages Analysis
- 4 Deposition Testimony
- 5 Rebuttal Analysis
- 6 Expert Testimony

# Message from the founder

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I founded Root Valuation based on my belief that a valuation firm can and should be different. Drawing from my experiences as a partner in some of the leading healthcare valuation firms, I recognized that there was a need for a more personalized, hands-on approach to valuation in the healthcare sector. I developed a philosophy that focuses on understanding the goals and objectives of healthcare organizations in order to develop tailored solutions that are not only defensible, but also practical in an ever changing regulatory and commercial landscape. We believe this is the right way to provide valuation services, and we hope that you will give us the opportunity to show you how the Root Valuation difference can help your organization thrive.

If you or one of your clients has a specific valuation need, please call us at [720.390.6673](tel:720.390.6673). We look forward to earning your business.

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Jason Ruchaber, CFA, ASA  
Founder + Managing Partner





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