



# SIIA ENDEAVORS

## SIIA CORPORATE GROWTH FORUM

This new SIIA event May 16-18 at the Westin Poinsett Hotel in Greenville, SC has been designed to help companies active in the self-insurance/captive insurance marketplace better understand growth strategies made possible by corporate financial transactions (mergers, acquisitions, capitalizations, etc.).

In addition to targeted educational content, attendees will have the opportunity to connect with representatives of private equity firms and related advisors, as well as network and share experiences with owners/senior executives of other companies with similar interests.



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\* MyHealthGuide. (2019, March). Stop-loss Premium Ranking. MyHealthGuide Newsletter. Retrieved from myhealthguide.com.

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Whether your growth objectives are immediate, or sometime in the future, this event promises to help your company to be better positioned for success.

**PROGRAM HIGHLIGHTS INCLUDE:**

**Let Us Introduce Ourselves...**

Attendees will have the opportunity to introduce their companies to the event growth partner sponsors via private 10-minute presentations (one company/attendee at a time presenting to the full group of growth partner sponsors). Advance sign-ups will be required. Given the limited time available, requests will be accommodated on a first come basis. Details will be provided to attendees upon registration.

**Partnering With Private Equity...What to Really Expect**

A panel of SIIA members who have partnered with private equity firms for a variety of financial transactions share their experiences and offer candid advice for companies considering new private equity relationships.

**Becoming an Investable Company**

Just because you offer a great product or service doesn't necessarily mean that your company is ready for first or second round investors. Learn what private equity firms and other investors look for when considering whether a company is viable

for outside capitalization and how you can position your company for the best possible deal.

**Finding Your Worth -- The Art & Science of Valuation**

So what's your company worth? This is an essential calculation for the majority of every corporate financial transaction but getting to that number can be tricky. This session will provide an overview of valuation approaches, with specific reference to factors specific to the self-insurance marketplace.

**Selecting the Right Growth Partners**

There are many high-quality growth partners to choose from but how do you find them and then determine which ones are the best fit your company? Give us 60 minutes and you will have the guidance you need.



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**Acquisition Best Practices – Getting Ready for the Hunt**

The time is right for your company to attempt to grow by acquisition...now what? This session will provide practical advice on how to effectively prepare your company to go hunting.

**Transaction Structures – Pulling the Deal Together**

There are normally multiple components to consider as part of structuring and financial transaction. This session will highlight the various moving parts that you can expect to be “deal points” as part of typical capitalizations, mergers, acquisitions and sales.

**Ask the Experts – Open Discussion**

This is your opportunity to ask questions of the expert presenters that may have not been answered previously in the program. We'll keep this informal to facilitate an open dialogue.

SIIA is pleased to confirm the participation and sponsorship support of the following private equity firms and related advisors who have the expertise and industry knowledge to be valuable “growth partners” for SIIA member companies. These growth partners will help deliver the educational content, as well as be available to meet privately with event attendees to discuss their corporate growth objectives.

**ABRY Partners, LLC**

Abry is one of the most experienced media, communications, software, healthcare services and information services focused private equity investment firms. Since our founding in 1989, we have completed over \$60 billion of leveraged transactions and other private equity or preferred equity placements, representing investments in over 500 properties. Currently, we manage over \$5.2 billion of capital in our active funds, and our funds have consistently generated top-quartile investment returns. As such, our investor base is highly stable, and consists of well-regarded institutions representing Fortune 100 pension funds, major insurance companies, prominent investment funds and foundations.

Website: [abry.com](http://abry.com)

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- President, Group Captive Member Company

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- President, Group Captive Member Company

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- HR Executive, Group Captive Member Company

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**Ansley Capital Group**

Ansley Capital provides investment banking and consulting services to small and middle-market healthcare services and information technology companies. We furnish clients with keen insights, practical advice and extensive industry contacts from our operating and transactional experience.

Website: [ansleycapital.com](http://ansleycapital.com)

**Carrick Capital Partners**

Carrick Capital Partners is a middle-market private equity firm that targets minority and majority growth investments of \$35 million to \$120 million in software and tech-enabled services companies. Carrick’s partners are a collection of investors, business operators, and ex founders that work with management teams to identify and improve critical areas of their business that will deliver the highest strategic impact.

Website: [carrickcapitalpartners.com](http://carrickcapitalpartners.com)

**Council Capital**

Council Capital is a leading healthcare-focused private equity firm based in Nashville, Tennessee. We invest in lower middle market healthcare companies (\$10-100M enterprise value) on the ‘right side’ of change in the healthcare industry – where growth will accelerate as cost pressure and quality demands increase. Our unique model helps support management teams in growing their businesses by drawing upon the relationships and resources of our CEO Council, Strategic Healthcare Investors, and Value Creation Team. The Council network, anchored by its CEO Council of 34 senior private and public sector executives who have personally invested over \$140M in our funds, has direct relationships with payers, providers, and employers who represent more than two thirds of the country’s managed care lives, numerous provider organizations, and millions of self-insured lives.

Website: [councilcapital.com](http://councilcapital.com)

**Grant Avenue Capital**

Grant Avenue Capital is a healthcare focused private equity firm investing alongside forward-thinking management teams that seek an experienced and innovative investor with operational insight and flexible capital for growth.

Website: [grantave.com](http://grantave.com)

**LLR Partners**

LLR Partners is a lower middle market private equity firm investing in technology and healthcare businesses. We collaborate with our portfolio companies to define high-impact growth initiatives, turn them into action and create long-term value. Founded in 1999 and with more than \$5 billion raised across six funds, LLR is a flexible provider of equity capital for growth, recapitalizations and buyouts.

Website: [llrpartners.com](http://llrpartners.com)

**TAG Financial Institutions Group, LLC**

TAG Financial Institutions Group offers specialized investment and merchant banking services with a focus on middle market companies in the financial services sector. With a core competency in the Insurance Industry, TAG Financial has completed over 250 merger and acquisition and capital raising transactions including capital solutions involving alternative risk transfer concepts.

Website: [tagfingroup.com](http://tagfingroup.com)

**Water Street Healthcare Partners**

Our team has made more than 100 investments and strategic acquisitions to build 30 market-leading healthcare companies that contribute to a stronger



healthcare system through improved patient care, increased efficiencies and lower costs. Working closely with founders and management teams, we align our expertise and resources to support their growth objectives. Water Street companies lead in markets with strong customer relationships and proprietary, high-demand products and services. We specialize in growing middle-market companies in three healthcare segments where we have deep experience and a strong network of relationships: Healthcare Services (including services to self-funded employers), Medical Products and Diagnostics, and Pharmaceutical and Life Sciences.

Website: [waterstreet.com](http://waterstreet.com)

For more information including registration, please visit [www.siaa.org](http://www.siaa.org).

Non-Member Participation Note: While non-members generally may attend the event subject to the applicable rate, private equity, venture capital and other related financial advisory firms are precluded from attending. New membership for such firms will not be processed until June 1, 2022. ■

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