



FOR IMMEDIATE RELEASE

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## **ZIEGLER ADVISES PHYSICIAN HOUSECALLS ON ITS INVESTMENT BY COUNCIL CAPITAL**

**CHICAGO, IL – TUESDAY, APRIL 7** – Ziegler, a specialty investment bank, is pleased to announce its role in advising [Physician Housecalls](#) (PHC) on its investment by [Council Capital](#) (Council). PHC is the leading provider of home-based primary care in Oklahoma and Kansas, and is rapidly expanding its current footprint in surrounding states. PHC will use this investment to fund its expansion as well as gain access to Council’s sophisticated CEO Council Model, which has demonstrated considerable success driving growth for emerging growth healthcare companies.

Founded in 2012, PHC provides convenient access to the care needs of homebound patients focusing primarily on those within the Medicare population with two or more chronic diseases that have difficulty leaving their home. PHC deploys physicians, nurse practitioners and physician assistants with primary care experience to the home and via telehealth. PHC has recently expanded into Kansas through acquisition and has numerous expansion targets under LOI. Key themes within healthcare such as the drive to see patients within the lowest cost setting, the push to fee for value as well as specific programs such as Primary Care First – a five year Medicare demonstration that is driving significantly increased reimbursement across 26 regions, are key drivers that will enable PHC’s sustained growth.

PHC is led by CEO, Hank Ross, and VP Clinical Services, Cindy Longanacre, who were successful home health operators before starting PHC to address a critical need for homebound patients. Hank Ross stated, “Significant forces within healthcare are enabling the emergence of home based primary care.” Ross continued, “We want to expand our key learnings into new markets and Council Capital has unique executive-level resources that will help us expand our footprint and capabilities.”



[Chris Hendrickson](#), Managing Director in Ziegler's Healthcare Corporate Finance practice stated, "Hank and Cindy have demonstrated the ability to rapidly expand into new markets while adding providers and integrating practices operationally. Growth capital combined with Council Capital's demonstrated expertise at growing companies will be critical in PHC's next stage, as it looks to become a larger regional player and ultimately a national leader within home based primary care."

Eric Keen, General Partner at Council Capital, commented, "Home based primary care is an investment theme we have been investigating for more than a year. PHC offers an innovative and effective service that greatly improves the patient's quality of care and satisfaction, reduces costs to the healthcare system, and creates a more meaningful practice experience for providers. These attributes align strongly with our strategy of investing on the "right side of change in healthcare" – where we are able to grow and generate returns by investing into companies that improve the patient experience while also reducing cost." Keen continued, "We are excited to be partnering with the management team at Physician Housecalls and look forward to supporting them in their current mission while also working to further develop and enhance the organization to drive further growth."

Ziegler's 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.

For more information about Ziegler, please visit us at [www.ziegler.com](http://www.ziegler.com).

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