



FOR IMMEDIATE RELEASE

Christine McCarty  
312 596 1617  
cmccarty@ziegler.com

**ZIEGLER ADVISES VANTAGE HOLDINGS, INC.  
ON ITS SALE TO BLUE CROSS AND BLUE SHIELD OF LOUISIANA**

**CHICAGO, IL –JULY 22, 2019** – Ziegler, a specialty investment bank, is pleased to announce its role in advising Vantage Holdings, Inc. (Vantage) on its sale to Blue Cross and Blue Shield of Louisiana (Blue Cross). Based in Monroe, Louisiana, Vantage is a Health Maintenance Organization formed by physicians who wanted to improve healthcare and help lower healthcare cost. Vantage’s membership has grown steadily for over 20 years, now providing health insurance coverage for more than 40,000 members statewide and contracting with over 15,000 Louisiana healthcare providers. [Vantage Health Plan](#) (“VHP”) operates under a high-touch model with its membership and has sophisticated in-house member services, Quality Improvement, and technology capabilities. The acquisition of Vantage also includes its provider group subsidiaries, Affinity Health Group (“AHG”), a physician group with over 25 clinics operating out of state-of-the-art facilities, and Monroe Surgical Hospital, a ten-bed surgical hospital which performs over 3,000 surgeries per year.

[Chris Hendrickson](#), Managing Director in Ziegler's Corporate Finance Healthcare practice, stated, “Vantage and its provider group subsidiaries have built a strong reputation in Louisiana through a continuity of care model under Dr. Gary Jones’s leadership as Vantage’s CEO and one of the company’s founders. Through these integrated offerings, Vantage and its subsidiaries are able to offer care through a collaborative risk-based model which has allowed it to succeed in rural markets, amongst other settings. The acquisition by Blue Cross, the largest health insurer in Louisiana, gives Vantage a great opportunity to grow while maintaining its unique organizational structure and capabilities.”

Dr. Jones, stated, “We believe this transaction will allow both companies to strategically grow more effectively, and for Vantage to expand in more markets outside of Louisiana. And over time, we hope to be able to add more jobs in Monroe, where Vantage will continue to be headquartered.”

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).

### **About Ziegler:**

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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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