



## Getting Your House in Order: How to Prepare for a Successful Sale to Private Equity or Health Care System

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**Isabelle Bibet-Kalinyak, Esq.**  
Brach Eichler LLC

**Lawrence Downs, Esq.**  
Medical Society of NJ

**John D. Fanburg, Esq.**  
Brach Eichler LLC

**Robert Goettling**  
The Bloom Organization LLC

**Thomas Reck, CPA/ABV, CFF**  
Withum

## PRESENTERS



**Isabelle Bibet-Kalinyak, Esq.**  
Member, Brach Eichler LLC

A seasoned and creative problem-solver, Isabelle Bibet-Kalinyak, Esq., concentrates her national healthcare practice representing clients in complex business transactions including private equity transactions, mergers, and strategic partnerships, HIPAA privacy and security compliance matters, ownership and compensation arrangements, employment and partnership negotiations, medical staff matters, and fraud and abuse issues including compliance with the Stark Law and the Anti-Kickback Statute.

Isabelle leverages her keen affinity for the healthcare industry and her deep knowledge of that sector to serve as a trusted legal advisor to health systems, specialty hospitals, telemedicine virtual platforms, physician group practices, ambulatory surgical centers, laboratories, and more on a broad range of complex healthcare matters.

As one of the few French business attorneys in the U.S. and a first-generation immigrant herself, Isabelle's healthcare practice has over time organically expanded to transnational business transactions and immigration.



**Lawrence Downs, Esq.**  
CEO, Medical Society of NJ

Larry Downs serves as Chief Executive Officer of the Medical Society of New Jersey, the largest organization of physicians in the state. He works on health policy initiatives, legislative and regulatory affairs, healthcare quality improvement, and public health matters. Mr. Downs also serves as the Executive Director of the *Institute of Medicine & Public Health of NJ*, - The MSNJ Foundation. Prior to accepting the position of CEO, he served as General Counsel to the Medical Society from 2006 - 2011.

Larry has extensive experience in health policy, public opinion research and media advocacy. From 1997 to 2006 Larry was the Executive Director of the New Jersey Breathes (NJB) a coalition of over 40 state-wide agencies working to reduce tobacco use. Larry was one of the principal architects of New Jersey's successful legislative efforts to increase the tax on tobacco products in 1998, 2002 and 2003 and the NJ Smokefree Air Act of 2006.

Before joining MSNJ in 1996, Larry was Director of Cancer Prevention & Control at the American Cancer Society's (ACS) New Jersey Division where he coordinated statewide public education campaigns on the prevention and early detection of cancers.



**John D. Fanburg, Esq.**  
Member & Chair, Healthcare Law, Brach Eichler LLC

John D. Fanburg has more than 30 years of experience in health and hospital law, with an emphasis on corporate, transactional, and regulatory matters for physicians and healthcare institutions. A recognized leader in this sector, John is known for excellence in transactions, perseverance in deal-making, and strength in corporate, M&A, and regulatory matters.

His broad experience representing major hospitals, diverse medical groups, solo practitioners, and statewide physician specialty organizations provides him with in-depth knowledge of all aspects of the business of healthcare. He helps healthcare providers position themselves to deal with the constantly evolving medical marketplace, particularly healthcare reform. John provides counsel on strategic alliances and transactions relating to physician practices, hospitals, ACOs, ambulatory surgery centers, and medical homes. He also offers guidance on regulatory compliance, corporate compliance, HIPAA, litigation, and government investigations.

A member of the firm's Executive Committee, John is the recipient of a number of honors and awards.

## PRESENTERS

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**Robert Goettling**  
Principal, The Bloom Organization LLC

Bob Goettling has thirty years of experience in the healthcare industry. He primarily focuses on the transactional aspects of physician practices, ambulatory surgery centers (ASCs), physician joint venture projects with health systems, private equity firms, and strategic buyers throughout the United States. Since 2007, Mr. Goettling has led The Bloom Organization's transaction services team. He is a licensed investment banker and securities principal. Mr. Goettling has been instrumental to The Bloom Organization's mergers and acquisitions advisory group, which has become the leading physicians sell-side advisory firm closing over \$3 billion in transactions.

Before joining The Bloom Organization, Mr. Goettling co-founded NovaMed, Inc. (Nasdaq: NOVA), one of the original practice management firms in the 1990s, where he held a variety of senior-level executive positions during his twelve years with the company, including senior vice president of corporate development. After joining Henry Bloom, president and founder of The Bloom Organization, as the two pioneers of sell-side physician representation, they represented HIG Capital and its ASC company, Surgery Partners (Nasdaq: SGRY), which acquired NovaMed in 2011.



**Thomas Reck, CPA/ABV, CFF**  
Partner, Withum

Provides forensic accounting and business valuation services to New Jersey Courts, attorneys, corporations and individuals.

Performs investigations pertaining to damage claims, business litigation, mergers and acquisitions and matrimonial matters.

Provides business valuations, cash flow and lifestyle analysis, asset tracing and mediation services in matrimonial matters.

Valuation services specific to the healthcare industry including various types of physician practices and ambulatory surgical centers.

Forensic and Valuation services specific to the automotive industry.

Valuation services specific to the restaurant and leisure industry.

Compensation analysis for various industries including the healthcare industry-specific to productivity metrics.

## Considerations in Preparation of Sale

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- Know your revenue and associated collections. Billings and collections are key.
- Anticipate questions surrounding insurance company contracts – concentration, terms, etc.
- It is best to have “clean” records but anticipate a quality of earnings analysis to determine cash flow regardless.
- Discuss with counsel forming an MSO if non-physician buyer.
- Be ready to discuss your operational processes and controls.

## Q & A

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## THANK YOU!

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**Isabelle Bibet-Kalinyak, Esq.**

Member, Brach Eichler LLC

973-403-3131

[ibibetkalinyak@bracheichler.com](mailto:ibibetkalinyak@bracheichler.com)



**Lawrence Downs, Esq.**

CEO, Medical Society of NJ

[ldowns@msnj.org](mailto:ldowns@msnj.org)

# THANK YOU!

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**John D. Fanburg, Esq,**

Managing Member, Brach Eichler LLC

973-403-3107

[jfanburg@bracheichler.com](mailto:jfanburg@bracheichler.com)



**Robert Goettling**

Principal, The Bloom Organization LLC

305-974-0700

[rgoettling@bloomllc.com](mailto:rgoettling@bloomllc.com)



**Thomas Reck, CPA/ABV, CFF**

Partner, Withum

[treck@withum.com](mailto:treck@withum.com)

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