

**CPA LEADERSHIP INSTITUTE
M&A - A Realistic Approach**

WEBINAR SYLLABUS
Scheduled for January 12, 2012

OUTLINE:

OBJECTIVES: After attending this session, participants should be able to understand:

- ☐ Their role as an advisor in the M&A process;
- ☐ The importance of planning and evaluating before leaping into a M&A;
- ☐ How to advise the organization and not just the business through this experience;
- ☐ How to measure the success or failure of an M&A

AGENDA

- ☐ Overall approach to M&As
- ☐ Planning and strategies of M&As
- ☐ What is driving a specific merger or acquisition?
- ☐ Negotiating strategies
- ☐ Life after the deal is done

OVERALL APPROACH TO M&AS

☐ **ABILITY OF THE ORGANIZATION TO CHANGE**

- o Hospital administrators
- o Doctors
- o Staff

Types of changes

☐ **DIFFERING & SIMILAR PERSPECTIVES**

- o Buyer
- o Seller

☐ **ACQUIRE, MERGER OR GROW**

- o Possibilities
- o Realities

PLANNING AND STRATEGIES OF M&As

- ☐ Hospitals
- ☐ Physicians
- ☐ Buyers
- ☐ Sellers

WHAT IS DRIVING A SPECIFIC M&A?

- ☐ Breadth of services
- ☐ Consolidation of administrative functions
- ☐ Sharing of responsibilities
- ☐ Common systems & processes

NEGOTIATING STRATEGIES

- ☐ As important as the appraisal
- ☐ What to negotiate
- ☐ Negotiating myths
- ☐ Negotiation model
- ☐ Basis of successful negotiating

LIFE AFTER THE DEAL

- ☐ Communication is critical
- ☐ Implementation Plan
- ☐ organization structure
- ☐ Blending cultures
- ☐ Maintaining economic soundness

Overall Goals

- ☐ Will the client feels good six months after the deal?
- ☐ The client can walk away at any time
- ☐ Keep the business running

CONCLUDING REMARKS:

- This is not an emergency, no one is dying – so proceed cautiously and remember - even talented people can shoot themselves in the foot
- Perception and reality are two different views - we need to seek validation for our clients so they have a solid basis for making decisions