

WE INVEST IN FOUNDERS

Partnering with Founder-Owned Businesses in the Healthcare Industry

Flexible Capital

We provide creative and flexible capital – investing minority or majority equity, in full recapitalizations or growth equity structures.

The Private IPO®

Our innovative Private IPO® deal structure allows founders to gain significant liquidity while maintaining voting control and maximizing ongoing equity ownership.

85% Liquidity

Up to 85% liquidity for shareholders – diversify founder net worth and/or cash out inactive shareholders

51% Control

51% voting stock retained by founder

50% Ownership

Up to 50% common equity value to founder – significantly more incentive equity than a traditional leverage buyout

Where We Invest in Healthcare

We invest in multiple industries. Our companies are linked together by their successful founders who want to maximize growth.

Ambulance & Patient Logistics	Behavioral Health	CRO/CMO	Facilities/Clinics (SNF/ALF, Physical Therapy, Urgent Care)
Healthcare Products & DME	Home Health	Hospice	Pharmacy Distribution
Physician Practices	Revenue Cycle Management	Healthcare Staffing	Workers Compensation

COMPANY SIZE

\$4 - \$20+

Million EBITDA Companies

INVESTMENT SIZE

\$15 - \$40+

Million Equity Checks

Representative Healthcare Transactions



Covalent Health is a provider of innovative logistics solutions to hospitals, payors, physicians and health systems.

Ambulance &
Patient Logistics



REACH Air Medical is a leading provider of emergency air medical services in California, Oregon and Texas.

Ambulance &
Patient Logistics



The Execu|Search Group is a leading provider of temporary staffing and permanent placement solutions, primarily to the healthcare and financial services industries. ~50% revenue is healthcare staffing.

Healthcare
Staffing



Rivien Health* is an outpatient physical therapy provider with deep presence in California and Canada.

Physical Therapy



The W.A. Butler Company* is the largest national veterinary distributor of animal health products for companion animals in the U.S., offering a broad selection of over 15,000 veterinary products.

Animal Health
Distribution



Skilled HealthCare Group* is a leading multi-state healthcare provider of long-term, post-acute care services, including skilled nursing, assisted living, therapy/rehabilitation, hospice and institutional pharmacy.

SNF/ALF,
Physical Therapy,
Hospice, Pharmacy
Distribution

** Investments completed by NHC principals while employed at another private equity fund.*

Team

Mark Jrolf
Managing Senior Partner
mjrolf@newheritagecapital.com

Charlie Gifford
Senior Partner
cgifford@newheritagecapital.com

Nickie Norris
Senior Partner, COO, CCO
nnorris@newheritagecapital.com

Melissa Barry
Partner
mbarry@newheritagecapital.com

Judson Samuels
Partner
jsamuels@newheritagecapital.com

Mike O'Brien
Vice President
mobrien@newheritagecapital.com

Fred Schwarz
Vice President
fschwarz@newheritagecapital.com