

Bill Keys
Partner



Select Executive Experience

Exam Management Services Inc. (2019-2020)
CFO

Preferred Homecare-Life Care Solutions (2015-2019)
CEO (2018-2019) CFO (2015-2018)

Homeland Healthcare (2010-2015)
CFO

Tatum (Ranstad) (2002-2017)
Senior Partner

K.A.B. Intl Ltd. (1999-2002)
Managing Partner

Core Competencies

Mergers & Acquisitions
Raising Capital
Lender Relations
Sale Process
Private Equity
Data Analytics

Executive Profile

Bill Keys is a partner in the Dallas office of SeatonHill. He is a Chief Financial Officer with 30+ years of experience, with emphasis on the healthcare industry in which he served for over 20 years. He previously served as CFO of EMSI, as CEO and CFO of Preferred Homecare, CFO of Homeland Healthcare, and has also had CFO positions in hospice, home health, and skilled nursing sectors. Bill has extensive experience working with private equity backed and founder's companies to create enterprise value through strategic growth, M&A, cost reduction, and asset management. A seasoned team builder and collaborator, he helps navigate the organization with data driven decision support models that provide operating teams with the information needed to achieve their financial goals.

Education & Certifications

Bachelor of Commerce (Honors)
University of Manitoba

CPA/CMA

Industry Experience

Healthcare Services
Insurance Services

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SeatonHill Partners, LP
777 Main Street, Suite 600
Fort Worth, TX 76102

www.SeatonHill.com

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For more information contact:

bill.keys@SeatonHill.com



Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

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Partner



Key Experience

Exam Management Services Inc.: As CFO for this health data provider for the insurance, life sciences, transportation, and law industries, Bill worked with the lender and PE firm to provide company appropriate liquidity, collaborated with CEO and COO to drive cost reduction initiatives, drove revenue growth priorities in partnership with the CMO and CEO, and worked with an investment banker to drive sales processes for two business units.

Preferred Homecare: During his five-year tenure with this provider of infusion, nutrition, respiratory, and home medical equipment therapies and services across the West and Southwest, Bill served as CFO during his first four years, and CEO during his final year. As CFO, notable accomplishments included: the restructuring of operations, the closing of unprofitable states, locations, and product lines, and the closure and sale of Preferred's home infusion business to CVS Health/Coram. As CEO, he signed several significant capitated contracts with large health plans and closed the sale of Preferred's respiratory therapy/DME business to Lincare, Inc.

Tatum by Randstad: As Senior Partner for this national financial and technology consulting and advisory firm, Bill worked with multiple clients. Key examples follow:

SouthernCare, Inc.: Chief Financial Officer for one of the nation's largest hospice providers. This privately owned company generated revenues of over \$225 million, had 95 offices in 15 states, and provided care to more than 5,000 patients each day. SouthernCare offices are

located primarily in non-metropolitan areas that have a demonstrated need for hospice services.

Genezen Healthcare, Inc.: Chief Financial Officer for this \$35 million infusion therapy services company. Bill corrected financial accounting, control and reporting deficiencies, and assessed the business model and budget to determine capital requirements. Bill ultimately liquidated the company after successfully negotiating an orderly, out of court wind down with the secured lender and a major unsecured creditor.

Ultra Care Management: Consulting Chief Financial Officer for this \$20 million skilled nursing facility manager; reviewed and made recommendations regarding operational improvements.

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