



WHM Capital Advisors Announces the Development of MEDD™ for Healthcare Organizations

For Immediate Release

Columbia, SC- WHM Capital Advisors is pleased to announce the development of its MEDD™ charting tool for healthcare organizations. The MEDD™ chart (*Maintain, Expand, Distressed, Divest*) is a graphical tool used with the firm's healthcare administration clients to frame discussions around capital investment decisions. Matt Morley, WHM's Director of Financial Analysis commented: "Our healthcare clients have told us that as their industry becomes increasingly reliant on investments in new equipment, information technology, and acquisitions they appreciate a method to systematically decide where to deploy capital." Firm President and Chief Investment Officer Bill McAfee commented, "Our clients are telling us that this tool allows them to objectively examine business lines and avoid the groupthink that pervades their industry." For more information on the MEDD™ charting tool, contact Matt Morley, mmorley@whmca.com.

WHM Capital Advisors is a financial advisory firm providing research, analysis and advice to a diversified global client base that includes institutions, corporations and high net worth individuals. Founded in 2002, the firm's areas of expertise are in valuation consulting, succession planning, mergers and acquisitions advice and investment management. In addition, the firm has a related technology company that designs applications to analyze complex financial issues for clients.

Developers of:

