

# Jason L. Ruchaber, CFA, ASA

## FOUNDER AND MANAGING PARTNER

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## Biography

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Jason is the founder and managing partner of Root Valuation, a healthcare-focused valuation and financial advisory practice serving clients nationally. Jason is a recognized expert in his field and a frequent speaker and author on healthcare valuation topics. Jason earned his degree in Finance from the University of Texas at Austin, then continued his education by earning the Chartered Financial Analyst (CFA) designation. Jason is an Accredited Senior Appraiser (ASA) of the American Society of Appraisers, and a member of several professional and trade organizations.

## Prior Professional Experience

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- VMG Health, Managing Director and Denver office leader
- Berkeley Research Group, Managing Director and Denver office leader
- HealthCare Appraisers, Inc., Partner – Head of Business Valuation Services
- Cogence Group, P.C., Principal
- Standard and Poor’s Corporate Value Consulting (formerly PriceWaterhouseCoopers), Senior Associate
- Dell, Financial Analyst – Americas Region
- Chicago Bridge & Iron, Finance Manager
- Fluor Daniel, Project Finance

## Education and Professional Designations

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- University of Texas at Austin, BBA Finance
- Accredited Senior Appraiser (ASA), American Society of Appraisers; Designation: Business Valuation
- Chartered Financial Analyst (CFA), CFA Institute



## Expert Testimony

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- *RMS Lifeline, Inc. v. Pinnameneni Prasad, MD, Sudheer Ummadi, MD, Dialysis Access Center PLC, Nephology Hypertension Clinic PC, and Supra Vascular Associates PLC*, Commercial Arbitration, American Health Lawyers Association (plaintiff, Holland and Hart)
- *Juansrich, LTD. and Juansrich Management, LLC. v. Houston Metro Ortho and Spine Surgery Center, LLC*, District Court Harris County, Texas, 215th District Court, Cause No. 2015-24460, 2018 (plaintiff, Strasburger and Price)
- *Cooper Clinic, P.A. vs. Sisters of Mercy Health System, St. Louis n/k/a Mercy Health, et al*, Circuit Court of Sebastian County, Arkansas, Fort Smith Division, Case No. CV 2013-766(l), 2017 (defendant, Kutak Rock)
- *Smart Insurance Co. vs. Benecard Services, Inc.*, U.S. District Court for the Southern District of New York, Case 1:15-cv-04384, 2016 (defendant, DLA Piper)
- *Michael A. Crocker, M.D. vs. Greater Colorado Anesthesia, P.C. et al.*, District Court, Denver, State of Colorado, Case No. 14CV34512, 2016 (defendant, Holland and Knight)
- *Promedica Central Physicians, LLC vs. Susan M. Federman, MD*, Court of Common Pleas, Lucas County, Ohio, Case No. CI 0201303919, 2013 (plaintiff, Cooper & Kowalski)
- *County of Catawba, D/B/A Catawba Valley Medical Center vs. Frye Regional Medical Center and Tate Surgery Center, LLC and Viewmont Surgery Center, LLC*, North Carolina General Court of Justice, Case No. 12 CvS 2780, 2013 (defendant, Bode Hemphill)
- *Hester v. Hester*, Hawaii State Court, Case No. FC-03-1-0331, 2004 (plaintiff, Rezens/Crowley)

## Publications and Presentations

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- Webinar: Myth of the Healthcare Multiple, Business Valuation Resources, November 2021
- Podcast: Determining fair market value in healthcare transactions, with Eric Scalzo and Morgan Ivey, Waller Law, September 28, 2020
- Webinar: Navigating Healthcare's New Path: Valuation Considerations for Care Coordination and Alternative Care Delivery Models, Business Valuation Resources, February 27, 2020
- Presentation: Looking Ahead to the Implications of New Stark and AKS Rulemaking, with Clay Countryman, Esq, Breazeale, Sachse & Wilson, LLP, Taos Healthlaw Roundtable, January 2020
- Presentation: Hot Topics in Healthcare Valuation, with Chip Hutzler – 36th Annual National CLE & Ski Conference, Snowmass, CO, January 2019
- Presentation: The Myth of the Multiple, the real financial and compliance consideration that determine fair market value, with Emily Tremmel – ABA Health Law Section's Physicians Legal Issues Conference, June 2018
- Presentation: Tax Reform and its impact on Healthcare Entity Valuation – Colorado HFMA, April 2018
- Presentation: "Nuances in Valuation of Service Line Joint Ventures" – NACVA Annual Consultants' Conference
- Presentation: "At Your Service: Key Legal and Valuation Issues in Service Line Joint Ventures" – AHLA Healthcare Transactions Conference 2017

- Panel Presentation – Hospital Mergers and Acquisitions, panelist with Pete Lawson and Brent McDonald, McGuire Woods 11th Annual Healthcare Provider Conference Healthcare Finance and Growth October 11, 2016, Charlotte, NC.
- Panel Presentation – Oncology Practice Acquisitions and Valuations, panelist with Adria Warren, Curtis Bernstein and Andrea Ferrari, 2016 Cancer Center Business Summit, February 25, 2016, Phoenix, AZ.
- Presentation –Difficult Problems in the Valuation of Healthcare Enterprises and Relationships, 33rd Annual National CLE Conference, January 9, 2016, Vail, CO.
- Webinar – American Society of Appraisers Healthcare Special Interest Group (ASA HSI) Course Session 2: Business Valuation of Healthcare Enterprises & Services, co-presenter with Todd Zigrang, October 30, 2015.
- Webinar – American Society of Appraisers Healthcare Special Interest Group (ASA HSI) Course Session 2: Business Valuation of Healthcare Enterprises & Services, co-presenter with Todd Zigrang, July 9, 2015.
- Webinar – Fair Market Value in the Dental Industry, co-presenter with Ed Buthusiem and Rosemary Weghorst, Dental Trade Alliance, August 4, 2015.
- Presentation – Assessing FMV and Business Analytics after Open Payments Release, co-presenter with Peter Lux, CBI’s Compliance Congress for Medical Device and Diagnostics, February 11, 2015.
- Webinar – American Society of Appraisers Healthcare Special Interest Group (ASA HSI) Course Session 2: Business Valuation of Healthcare Enterprises & Services, co-presenter with Robert Cimasi, January 22, 2015.
- Panel Debate – CTI Advanced Healthcare Symposium, How to Value Physician Practices, with Mark O. Deitrich, Robert Cimasi and Timothy Smith, December 13, 2014, San Diego, CA.
- Webinar – American Society of Appraisers Healthcare Special Interest Group (ASA HSI) Course Session 2: Business Valuation of Healthcare Enterprises & Services, co-presenter with Robert Cimasi, October 23, 2014.
- Webinar – BVR Online Symposium on Healthcare Valuation, the Valuation of Covenants Not to Compete in Healthcare, October 21, 2014.
- Webinar - American Society of Appraisers Healthcare Special Interest Group (ASA HSI) Course Session 2: Business Valuation of Healthcare Enterprises & Services, co-presenter with Robert Cimasi, June 12, 2014.
- Webinar – Valuing Ancillary Medical Services for Carve-out Purposes, BVR's 2014 Online Symposium on Healthcare Valuation: Part 5, May 20, 2014.
- Presentation – Healthcare Reform and the Impacts on Appraisal Practice, American Society of Appraisers 2013 Advanced Business Valuation Conference, October 14, 2013, San Antonio, TX.
- Presentation – Fair Market Value for Pathology Practices, MGMA 2013 Pathology Preconference, October 6, 2013, San Diego, CA.
- Rising Stars: 33 ASC Industry Leaders Under 40, featured, Becker’s ASC Review (Web edition), August 6, 2013.
- *Current Trends in Hospital Transactions*, (co-author with Nicholas J. Janiga, Manager, HealthCare Appraisers, Inc.) White Paper by HealthCare Appraisers, Inc., for AHLA Healthcare Transactions Program, April 25-26, 2013.

- Presentation – *Business Valuation Basics for Attorneys*, Colorado Bar Association Educational Program, March 19, 2013, Denver, CO.
- Webinar Co-Presenter – *What is a Surgery Center Worth? Multiples & Other Findings From HealthCare Appraisers' 2013 ASC Valuation Survey*, with Todd Mello, ASA, AVA, MBA, Partner, HealthCare Appraisers, Inc., Hosted by Becker's ASC Review, March 7, 2013.
- Webinar Panel Member - *Fair Market Value Bootcamp Webinar and Roundtable Discussion Series, Part IV: Hypothetical Case Study*, with Bruce A. Johnson, Esq., Attorney, Polsinelli Shughart, William W. Horton, Esq., Attorney, Johnson Barton Proctor and Rose, and W. James Lloyd, Principal, PYA. Moderator: Claire M. Turcotte, Esq., Partner, Bricker & Eckler LLP. Hosted by American Health Lawyers Assn, January 23, 2013.
- *Valuing Intellectual Property Licensing Arrangements within the Life Sciences Industry*, BVR/AHLA Guide to Healthcare Industry Compensation and Valuation, Business Valuation Resources, LLC, and the American Health Lawyers Association, December, 2012.
- Presentation – *Myth Behind the Multiple*, 19th Annual ASC Conference, October 26, 2012, Chicago, IL.
- *Healthcare M&A Activity: Key Trends for Transactions, Valuation of Ambulatory Services*, Becker's Hospital Review (Web edition), August 7, 2012.
- *10 Steps to Increase the Value of a Surgery Center*, contributing expert, Executive Brief, Becker's ASC Review, July/August 2012.
- *10 Steps to Increase the Value of a Hospital or Surgery Center*, contributing expert, Executive Brief, Becker's Hospital Review, July/August 2012.
- Presentation – *Myth Behind the Multiple*, Becker's 10th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference, June 14-16, 2012, Chicago, IL.
- *Fair Market Value: Ensuring Compliance within the Life Sciences Industry* (with Ann S. Brandt, PhD, Partner, HealthCare Appraisers, Inc.), BVR's Guide to Healthcare Valuation 2012 Edition, Business Valuation Resources, LLC, May 2012.
- *11 Common Ailments with Physician Practice Valuation*. (with Nicholas J. Janiga) Becker's Hospital Review (Web edition), December 29, 2011.
- *A Balanced Approach to Valuation of Physician Practices*, with Albert Hutzler, JD, MBA, AVA, Partner, HealthCare Appraisers, Inc., Hospitals & Health Systems RX, Volume 13, No. 2, December, 2011.
- Co-presenter with Hal McCard, JD, VP & Associate General Counsel-Div IV, Community Health Systems Professional Services Corp. and Gary Herschman, JD, Attorney, Sills Cummis & Gross, PC – *Physician Practice Acquisitions and Valuation Challenges*, AHLA-HCCA Fraud and Compliance Forum, Baltimore, MD, September 25-27, 2011.
- Webinar Co-presenter with Ann S. Brandt, PhD, Senior Director and Timothy R. Smith, CPA/ABV, Director, HealthCare Appraisers, Inc. – *Fair Market Value – Ensuring Compliance in the Life Sciences*, Webinar hosted by Business Valuation Resources, August 23, 2011.
- *ASC Transactional Activity* (with Kyle Tormoehlen, MBA). SurgiStrategies, August 2011.
- Webinar Co-presenter - *Valuation Issues Impacting ASCs* (with Todd J. Mello, ASA, AVA, MBA). Webinar hosted by Becker's ASC Review and HealthCare Appraisers, June 22, 2011.

- Presentation - *ASC and Healthcare Transactions - The Year in Review*. 9th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference, Chicago, IL, June 9-11, 2011.
- HealthCare Appraisers *FMVantage Point - Valuing Physician Practices, Providing Clarity Amidst a Sea of Uncertainty*, Spring 2011.
- *5 Valuation Pitfalls in Surgery Center Operating Agreements*. *Becker's ASC Review* (Web edition), March 3, 2011.
- *3 Frequently Asked Surgery Center Valuation Questions*. *Becker's ASC Review* (Web edition), January 31, 2011.
- *7 Trends Likely to Impact the Future of ASCs*, *Becker's ASC Review* (Web edition), December 8, 2010.
- *HealthCare Appraisers' 2010 ASC Valuation Survey*, *Business Valuation Update*, Vol. 16, No. 11, Business Valuation Resources, LLC, November 2010.
- Presentation – *ASC and Healthcare Transactions - The Year in Review*. 17<sup>th</sup> Annual ASCs Conference, Chicago, IL, Oct 21-23, 2010.
- Presentation – *Selling Units to Physicians - How Shares are Valued*. 8th Annual Orthopedic, Spine and Pain Management-Driven ASC Conference, Chicago, IL, June 11, 2010.
- *Key Trends in the Valuation of Ambulatory Surgery Centers* (with Kyle Tormoehlen, MBA). *SurgiStrategies*, April 2010.
- *2009 Physician Hospital Survey*, *Becker's Hospital Review* (Web edition), November 23, 2009.
- *Finding Value in a Troubled Economy: Determining the Fair Market Value of Certificates of Need*. *SurgiStrategies*, October 2009.
- Presentation – *Results of the First Annual PHA Hospital Valuation Survey*. Physician Hospitals of America 9<sup>th</sup> Annual Conference & Exhibits, New Orleans, LA, Sept. 24-26, 2009.
- *HealthCare Appraisers, Inc.'s 2009 ASC Valuation Survey* (with Curtis Bernstein, ASA, CPA/ABV, CVA, MBA), *Business Valuation Update*, Vol. 15, No. 6, Business Valuation Resources, LLC, June, 2009.
- *Fair Market Value: Ensuring Compliance within the Life Sciences Industry* (with Ann S. Brandt, PhD, & Timothy R. Smith, CPA/ABV), *BVR's Guide to Healthcare Valuation 2009 Edition*, Business Valuation Resources, LLC, November, 2008.
- Presentation – *Valuing Interests in Physician Owned Hospitals: Valuation Basics and the Impact of Current Events*, Physician Hospitals of America Conference, Palm Springs, CA, October 2008.
- *Using Business Valuation Experts in Marital Dissolution*, *American Bar Association Young Lawyers Section Newsletter*, April, 2006.
- Presentation – *Business Valuation Basics*, Law Offices of Miller Nash, February, 2006.
- Presentation – *Business Valuation and Buy-Sell Agreements*, Eugene-Springfield Tax Association, October, 2005.
- Presentation – *Understanding Financial Statements and Business Valuation*, Law offices of Buckley Le Chevalier, August, 2003.
- Presentation – *The Art and Science of Valuation Of Businesses and Stock Options*, Family Lawyers Section of the Multnomah Bar Association, June, 2003.