

Case Study – Lifeway Mobility

Confidential



ROCKWOOD

// SITUATION

Reconnected with **Rockwood River Guides**® Paul Bergantino and Tim Burfield to build a growth platform for future consolidation in the home accessibility space. Secular trends in the home health industry and our historic knowledge of the Complex Rehab Therapy (CRT) equipment space, supported an identified need for a world-class platform in the industry to support national demand growth.

// COMPANY OVERVIEW

Lifeway Mobility is a provider of home accessibility equipment (stairlifts, ramps, elevators, platform lifts, etc.) for both the aging-in-place and complex rehab therapy population segments.



(Fund III)

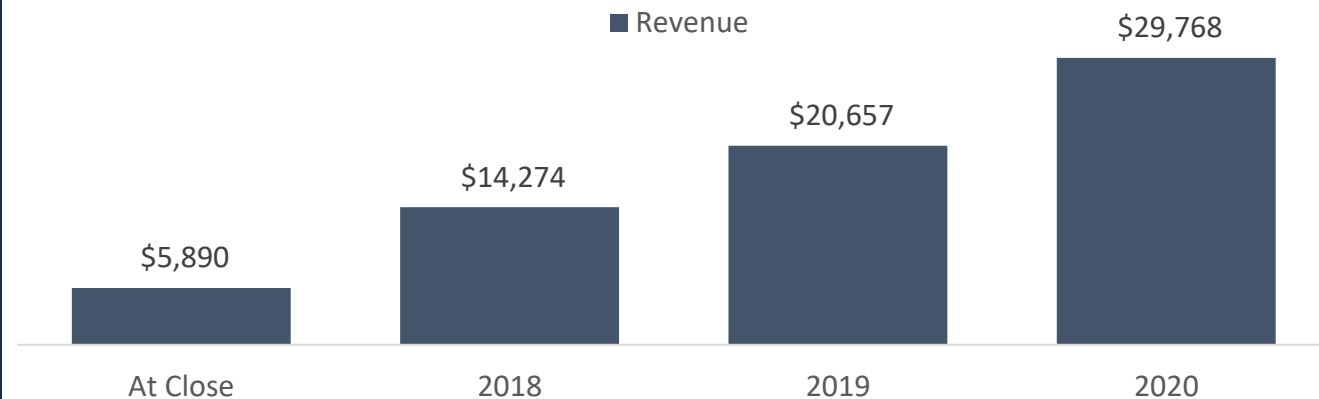
// ROCKWOOD'S ROLE

- Leveraged the Rockwood Business System to assist management in building out a shared services / corporate platform to support expediated geographic and product offering growth
- With leadership team, meaningfully built-out management resources and capabilities in IT, HR and sales
- Developed & implemented an industry-leading ERP system across all 10 company locations
- Implemented the Entrepreneurial Operating System (EOS) as a management tool and framework to align company objectives
- Sourced & closed 6 add-on acquisitions
- Established a strategic planning process that included channel partnership development

// RESULTS

- Grew sales nearly 5x from ~\$6 million to ~\$30 million in our 2.5-year ownership (through both organic growth and acquisition)
- In April 2021, Rockwood sold the business to a larger healthcare-focused private equity firm, generating a gross return of more than 4.5x its initial investment and an IRR of 92%+

(\$ in thousands)



We build companies