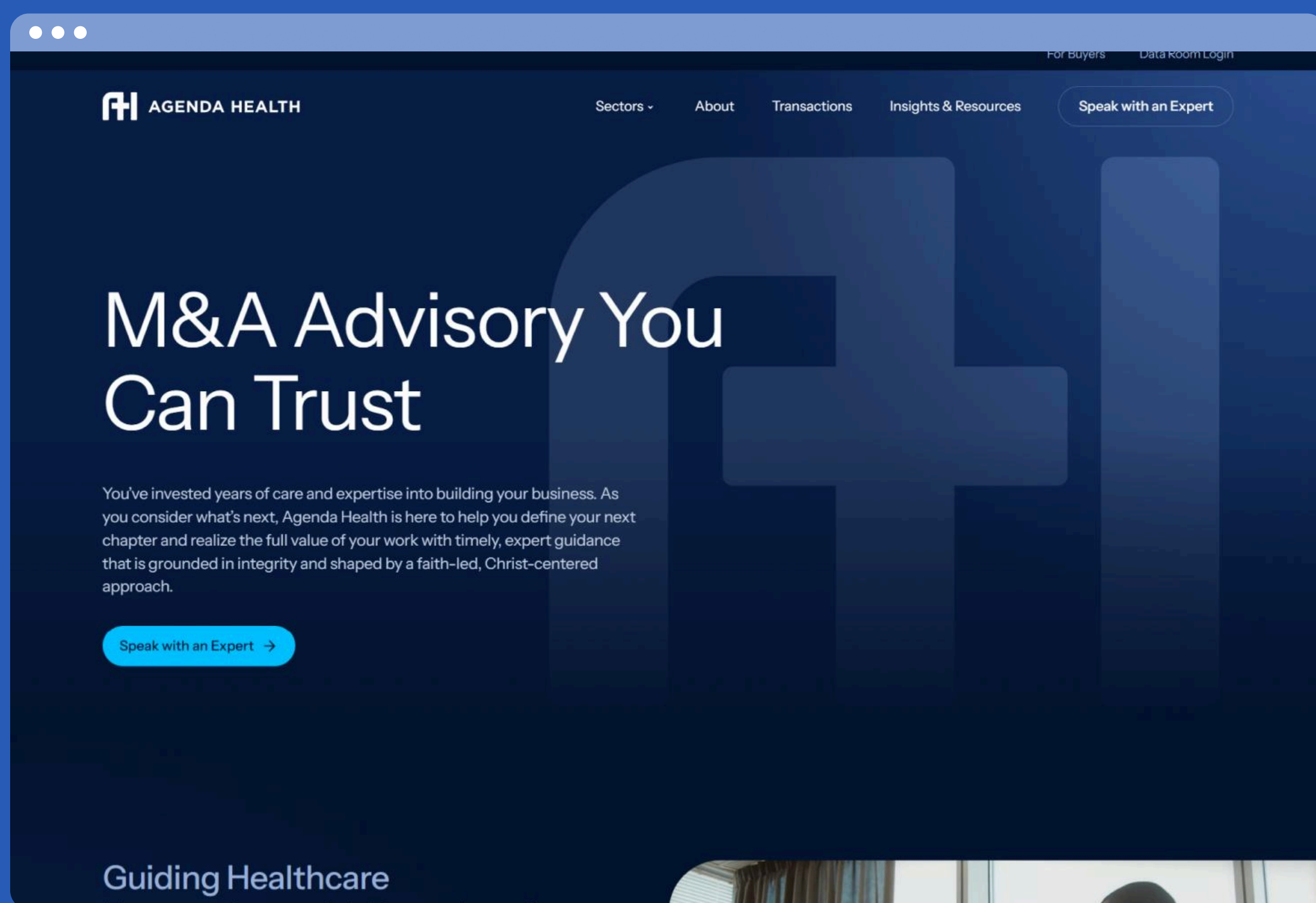


Deal Done Right - M&A Firm Website Redesign Focused on People and Purpose



OVERVIEW

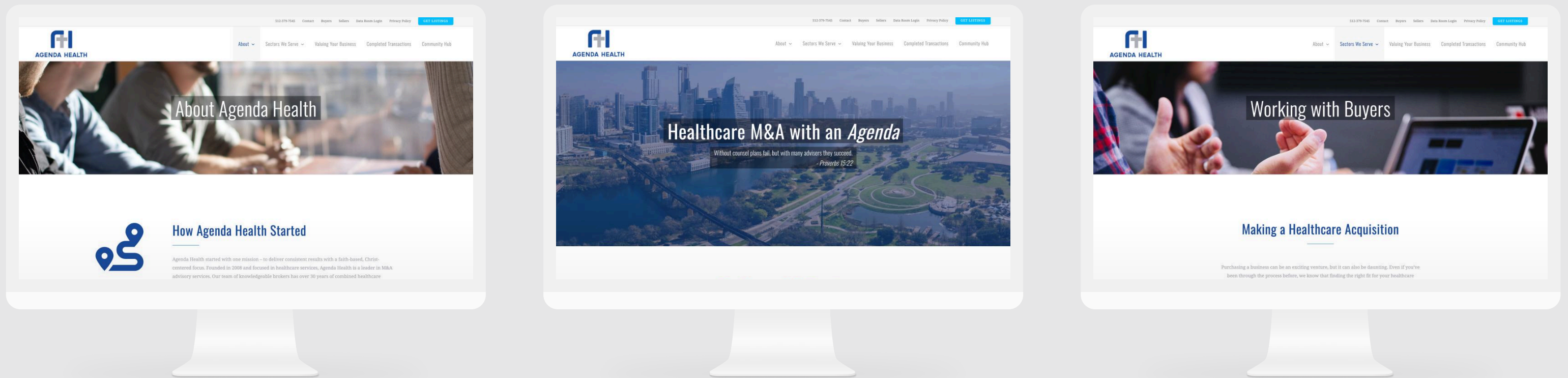
Agenda Health isn't your typical M&A advisory firm. They bring a deep sense of purpose to every deal, combining decades of healthcare experience with values rooted in faith, service, and integrity. And their clients? They don't just sell businesses—they pass on legacies.

DISCOVERY

When Agenda Health first reached out, their website told a very different story.

It looked like a generic placeholder—hard to navigate, missing key info and CTAs, and doing very little to show the heart and expertise behind the firm.

We kicked off the M&A firm website redesign with a deep discovery phase: stakeholder interviews, a discovery questionnaire, a full website audit, and a look at the competitive landscape. It quickly became clear the old site was selling Agenda Health short. It didn't reflect their vertical expertise, their mission-driven approach, or the trusted relationships they're known for, and that had to change.



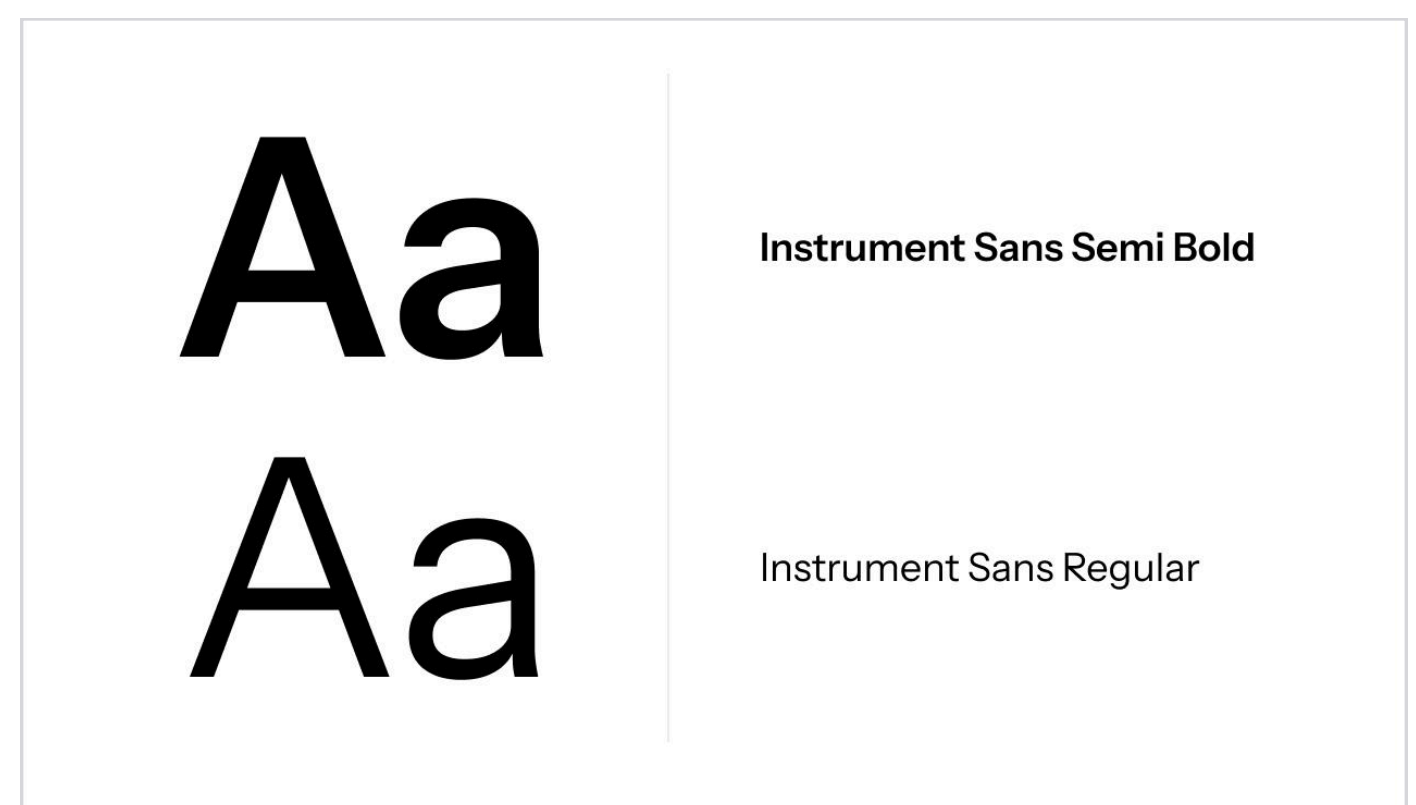
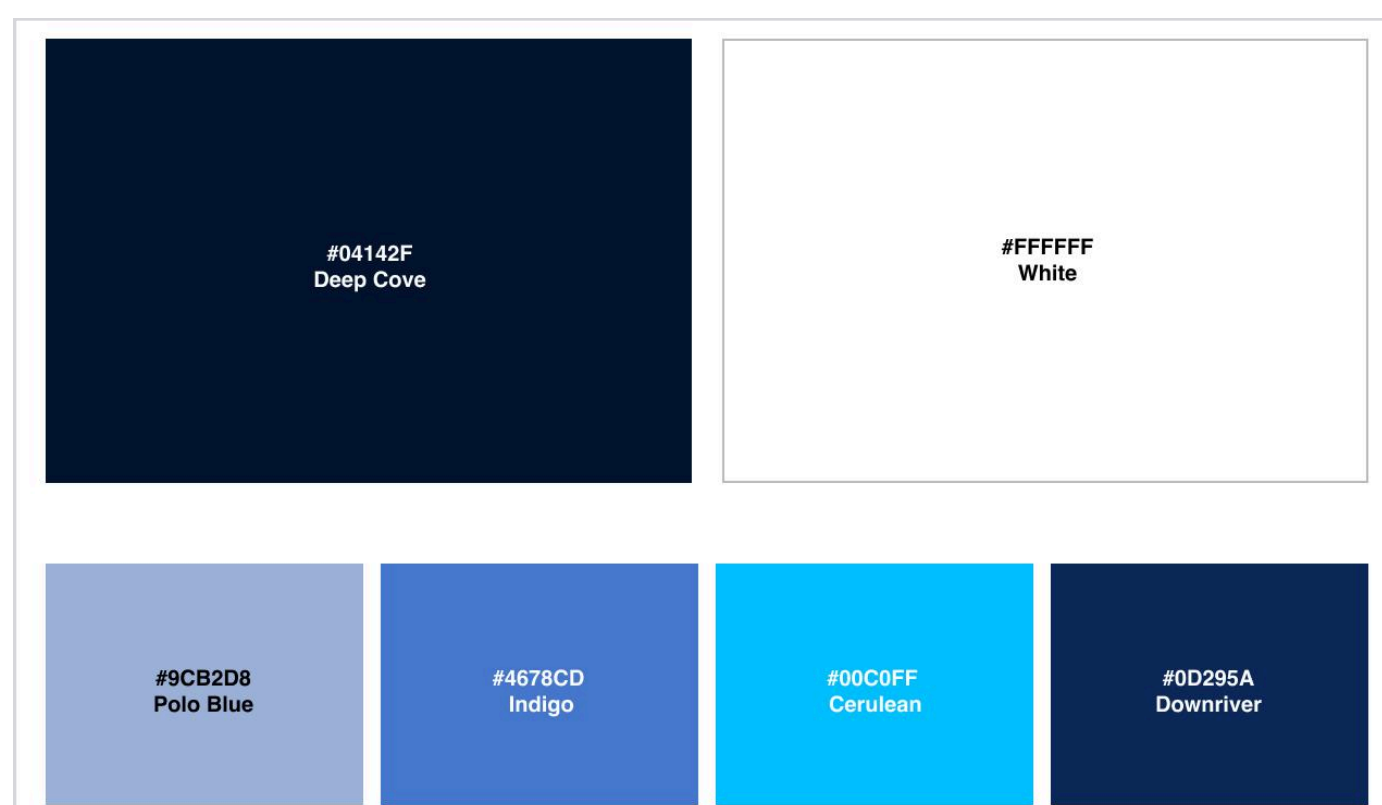
Before

UX STRATEGY

We started mapping out a digital experience that felt more like them.

First, we got clear on the content strategy—what needed to be said, and how to say it with clarity and conviction. We built out thoughtful user journeys for different audiences, from first-time sellers to seasoned investors, and defined the ideal conversion paths.

Visually, we pulled inspiration from their faith-forward values and sector-specific expertise. Moodboards helped us align on tone and texture before diving into full designs. Every step of the M&A firm website redesign was intentional, aiming to build trust, simplify choices, and make people feel guided—not sold to.



BUILD

With a solid strategy in place, we designed a site that looked as personal as their work.

Warm, modern, and clean—with plenty of white space, intentional CTAs, and just the right touch of polish.

To match the tone of the new design, we refreshed every word on the site to reflect Agenda Health’s faith-led mission, healthcare focus, and human-first approach.

We built the site on a custom WordPress setup so their team can easily update content as they continue to grow. Transaction showcases, sector pages, and strong calls-to-action give visitors a clear sense of what Agenda Health does—and why it matters.

To help the site feel more dynamic and human, we added subtle custom animations that draw the eye and encourage exploration. Soft fades, hover effects, and scroll-triggered transitions keep visitors engaged without ever feeling overwhelming. We also incorporated people-forward imagery to reflect the personal relationships that drive their work—making sure the experience feels warm, relatable, and rooted in purpose.

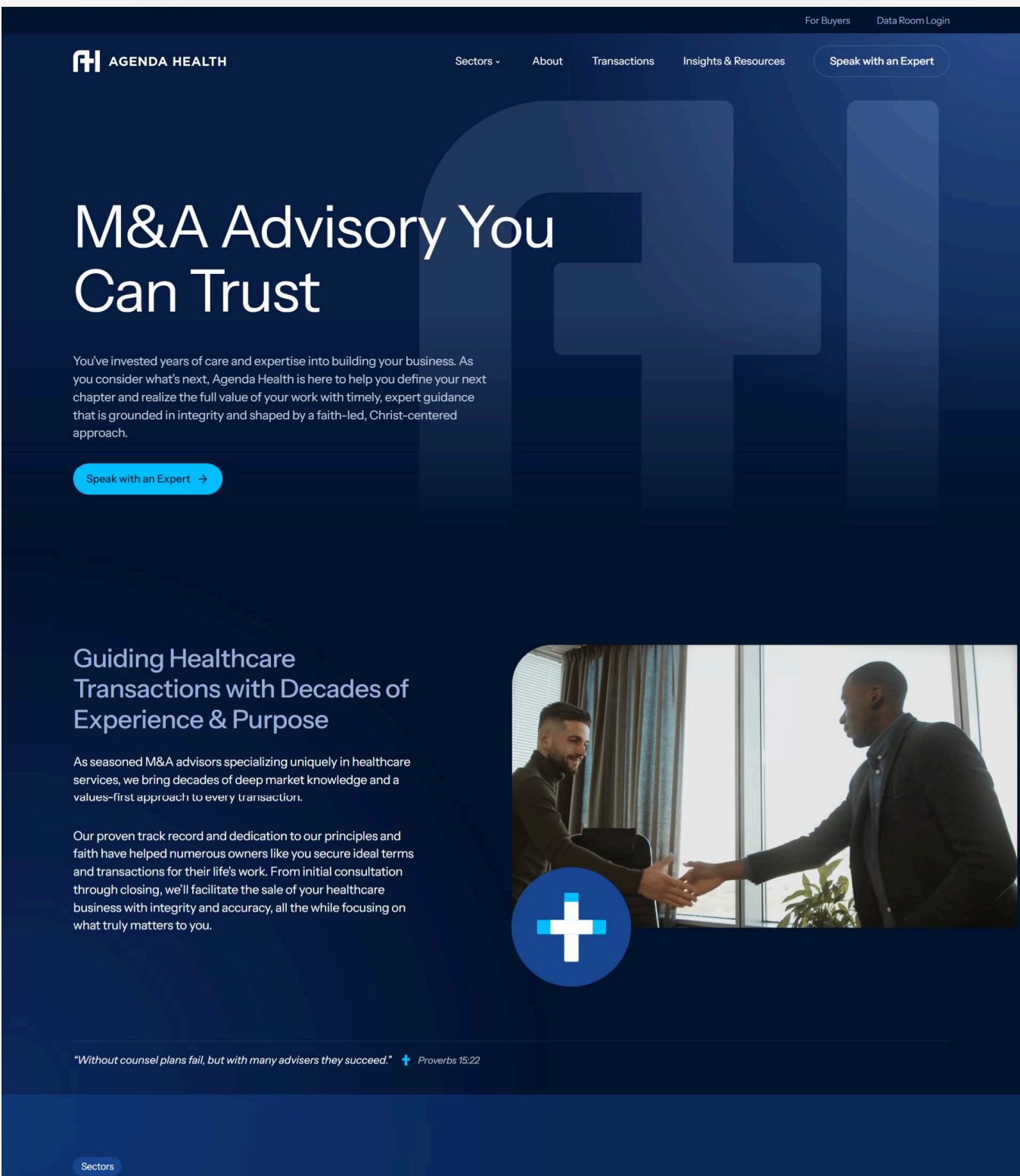


TEST & LAUNCH

We put the site through its paces—testing across browsers, devices, and screen sizes to make sure everything functioned beautifully.

With content finalized and QA complete, we followed a detailed launch plan to bring the new site to life, smoothly and confidently. From back-end performance to front-end polish, every detail of the M&A firm website redesign was checked to ensure a seamless experience.

RESULTS



Hear from Former Clients

A map of the United States with blue circles of varying sizes placed over each state, representing the number of former clients. The size of the circle corresponds to the number of clients, with Texas having the largest circle (27) and Alaska having the smallest (1). The numbers are: Alaska (1), Arizona (2), California (7), Colorado (1), Connecticut (1), Delaware (1), Florida (4), Georgia (2), Hawaii (1), Idaho (1), Illinois (2), Indiana (1), Iowa (1), Kansas (1), Kentucky (1), Louisiana (2), Maine (1), Maryland (2), Massachusetts (1), Michigan (2), Minnesota (1), Missouri (1), Montana (2), Nebraska (1), Nevada (1), New Hampshire (1), New Jersey (4), New York (6), North Carolina (2), North Dakota (1), Ohio (2), Oklahoma (1), Oregon (1), Pennsylvania (2), Rhode Island (1), South Carolina (2), South Dakota (1), Tennessee (1), Texas (27), Utah (1), Vermont (1), Virginia (2), Washington (1), West Virginia (1), Wisconsin (2), Wyoming (1).

The image shows the top portion of the Agenda Health website. The header is dark blue with the Agenda Health logo (a stylized 'AH' icon) and the text 'AGENDA HEALTH' on the left. To the right of the logo are navigation links: 'Sectors', 'About', 'Transactions', 'Insights & Resources', and a prominent 'Speak with an Expert' button. Further right, in smaller text, are links for 'For Buyers' and 'Data Room Login'. The hero section features a large white headline 'Expert M&A Insights & Resources' on the left. Below the headline is a paragraph of text: 'You'll only sell your healthcare business once, but buyers do this regularly. That's why we're even the odds with data-backed market insights, clear guidance on industry trends, and practical tips for maximizing your sale value. Drawing from the lived-in experiences of sellers, buyers, and M&A professionals, we give you the know-how and confidence to make the most of'. To the right of the text is a large, rounded rectangular image showing two men in a professional setting; one man is holding a tablet and gesturing, while the other is holding a coffee cup and listening.

AGENDA HEALTH

Sectors -AboutTransactionsInsights & ResourcesSpeak with an Expert

For BuyersData Room Login

Industry Insights

“One Big Beautiful” Bill Challenges Home Health Providers to Reform

This article was written by Avery Swett with Levin Associates. The full article can be found here at: Full Article.

The Republican-led House passed the “One Big Beautiful Bill Act” on May 22, 2025, by a vote of 215-214, and it has moved to the Senate for consideration. Whatever its final form, the budget bill could bring reforms that will challenge home health providers to evolve and adapt as they could face reduced funding and patient access. The LevinPro HC team sat down with Al Veach, CEO of Agenda Health, one of the most active M&A advisory firms in the home health sector, according to LevinPro HC data. Veach offered insights on navigating this landscape, as Senate debates continue to shape the bill’s future.

Veach first emphasized the potential benefits of the bill’s Medicaid cuts, which could revamp a system that has been losing credibility lately due to persistent fraud concerns, as noted in recent Government Accountability Office reports. With this new bill, Veach sees an opening for reform, even if the short-term pain is real.

“You could say cuts are cuts, and less funding means less money going into the program. But the good side is it enables the government to focus on eligible patients with legitimate need and maybe even expand care for them where needed,” Veach said.

The bill outlines sweeping reductions: nearly \$700 billion from Medicaid over the next decade, and a \$45 billion cut to Medicare beginning in 2026. Alongside those cuts, it proposes new work requirements for Medicaid recipients, an idea that, in Veach’s view, reinforces the core mission of the program.

“Medicaid is a hand up, not a handout,” Veach noted. “If people see Medicaid as a source of income instead of something to help them get on their feet, the program will drown in itself. Able-bodied people need to try to earn income, even if it’s volunteer work, which I love seeing incorporated.”

Critics have mounted concerns about the potential for increased administrative burden and reduced access, but Veach believes a more selective system could, paradoxically, lead to stronger outcomes and greater public support. He argues that clear eligibility standards and consistent enforcement can bolster trust in public programs by reassuring voters that the system is being used as intended.

“Any program that functions efficiently and effectively, like Medicaid, will gain more public support. Voters back that,” he said. “It’s when the same person poses as multiple different people or non-citizens receive benefits that it falters.”



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