

**SUCCEEDING IN PRIVATE EQUITY**

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**DISCLOSURE SLIDE**

**DR SCHMIDT**

- Dr. Schmidt is a consultant or advisor for the following:
  - Tarsus
  - Allergan
  - B&L
  - Carl Zeiss
  - M&S Technologies
  - Harrow Pharmaceuticals
  - Topcon
  - Thea Pharmaceuticals
  - Sydnexis
  - Azura
  - Alcon
- All potential conflicts of interest have been mitigated

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**MY MAIN DISCLOSURE**

- Founding partner- Keplr Vision
- Assistant Chief Medical Officer- Keplr Vision
- So I know this form both sides!

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**TO SUCCEED IN PRIVATE EQUITY, YOU MUST FIRST..**

- Understand the Industry
  - What is Private Equity?
  - Who Is Behind Private Equity?
  - What is their Motivation?
- What is an MSO?
- What is the Health of The Private Equity Industry?

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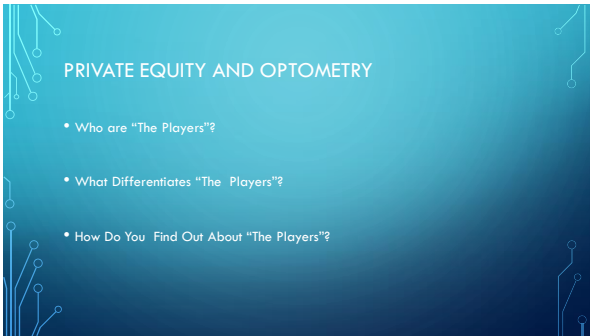
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**PRIVATE EQUITY AND OPTOMETRY**

- Who are "The Players"?
- What Differentiates "The Players"?
- How Do You Find Out About "The Players"?

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**UNDERSTAND YOUR MOTIVATION FOR JOINING PRIVATE EQUITY**

- Financial Gain
- Long Term Stability vs Short Term Exit Strategy
  - Is this a growth opportunity ?
- Reduce Stress
- Get Rid Of Management Hassles
- What Are Your Whys??

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HOW WILL THIS AFFECT YOU PERSONALLY?

- How will this change your life?
  - Less Stress?
  - Less Responsibility?
  - More Free Time?
  - Financial Security?
  - Less Headaches? OR MORE??

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HOW WILL THIS AFFECT YOU PROFESSIONALLY?

- Will your schedule change?
  - And if so, why?
- How will you still be involved in the practice?
  - And who decides that?
- How do decisions get made at the practice level?
- What happens to your mode of practice?

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HOW WILL THIS AFFECT NON-PARTNER DOCTORS?

- Compensation
- Leadership
- Equity opportunities
- Professional Growth
- Financial Growth
- Lifestyle Changes

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HOW WILL PATIENT CARE BE AFFECTED?

- Expanded services?
- New Technology?
- Better Pricing?
- Better Frame Selection?
- How Are Appointments Made?
- How Will The Phone Be Answered?

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REGARDING PATIENT CARE

- Will it be delivered in the same fashion to which your patients are accustomed?
- Will this transition attract more patients?
- How will your patients find out?
- Does The Name of Your Practice Change?
  - (And will that bother you?)

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HOW WILL PRIVATE EQUITY AFFECT YOUR EMPLOYEES?

- Better Benefits
  - Very likely
- Improved Training
- Opportunities For Growth
- More Structure
- Reduced employee census?
- Expansion of Hours?
- More Reporting?
- More or Less Oversight
- How Does The Hierarchy change?

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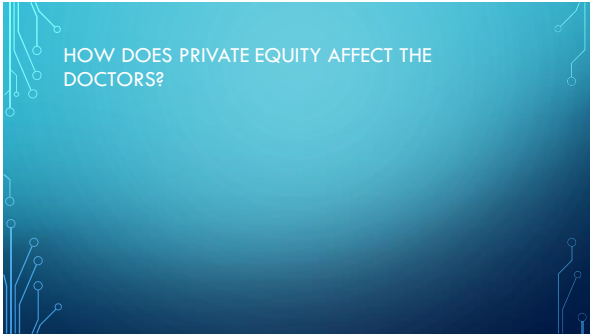
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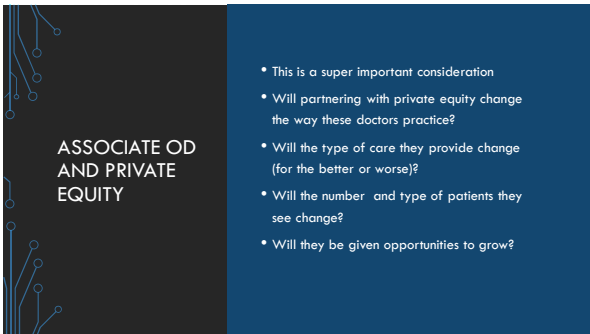
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- This is a super important consideration
- Will partnering with private equity change the way these doctors practice?
- Will the type of care they provide change (for the better or worse)?
- Will the number and type of patients they see change?
- Will they be given opportunities to grow?

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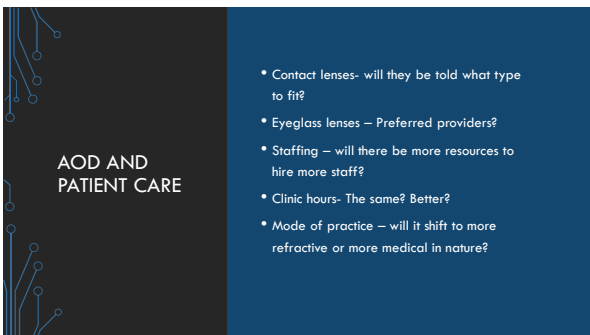
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- Contact lenses- will they be told what type to fit?
- Eyeglass lenses – Preferred providers?
- Staffing – will there be more resources to hire more staff?
- Clinic hours- The same? Better?
- Mode of practice – will it shift to more refractive or more medical in nature?

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**WHAT IS THE LONG TERM OUTLOOK FOR DOCTORS WITHIN THESE PRACTICES?**

- This is the essential question
- Will there be opportunities for growth?
- Will there be enhanced training opportunities?
- Reimbursement structure
- Will the doctors be part of the long term solution?
  - Or will they be just widgets?
- Who makes those decisions????

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**WHAT ABOUT THE DAY TO DAY RUNNING OF THE PRACTICE?**

- Who's In Charge?
- Office Manger's Role
  - More or less responsibility
  - To whom does he/she report?
- What is the previous owner's role?
- Do we have to get a new PMS/EHR????
- Who does the frame buying?
- What about RCM???????
- SO MANY QUESTIONS!!!!!!!

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**PRIVATE EQUITY SHOULD PROVIDE POTENTIAL FOR LONG TERM GROWTH AND EXPANSION**

- STRATEGIC PARTNERSHIPS
- COLLABORATIONS
- INCREASED INNOVATION
- MARKETING ADVANTAGES
- INDUSTRY /ACADEMIC OPPORTUNITIES
- IMPROVED EFFICIENCY
- BETTER BUYING POWER
- BRAND AWARENESS
- COMPETITIVE PAYROLL
- MITIGATES RISK

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UNDERSTAND YOUR WHY

- WIFM
  - FREEDOM?
  - GROWTH?
  - STRESS?
  - SECURITY?
  - LEGACY?
  - TIMING?
  - SOMETHING NEW?

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UNDERSTAND YOUR WHY

- WIFM
  - WHAT DO THEY HOPE TO GET OUT OF IT?
    - ENHANCED REPUTATION
    - MORE OFFICES
    - MORE CLOUT
    - MORE MONEY
    - BETTER PARTNERSHIP

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UNDERSTAND YOUR WHY

- WIFO
  - HOW DOES THIS DECISION AFFECT OTHERS?

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AT THE END OF THE DAY....

- THIS SHOULD BE A JUST PARTNERSHIP
- IT SHOULD BE BENEFICIAL FOR MORE PEOPLE THAN JUST YOU
- IT SHOULD ENHANCE PATIENT CARE DELIVERY
- IT SHOULD BE MORE THAN A BIG PAYDAY

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DO YOUR DUE DILIGENCE

- Ask very specific questions
- Then- ask more questions
- Talk to docs who have partnered with private equity
- Talk to docs who didn't partner with private equity
- Do you have other options?

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