



How to get the maximum value for my practice

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Association of Practice Management Educators

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EDUCATORS

LINK TO OPTOMETRY SCHOOLS/COLLEGES



RESOURCES

APME

PMC

[optometrymatch.com](#)

We created this website to be a resource
for all your Practice Management needs

optometrybusiness.com

RESOURCES

PMC-VI-VSP SECO Lectures

SECO Student Debt: The Numbers Actually Work in Your Favor

SECO How to Maximize Your Profit from Vision Plans

SECO How to Get the Maximum Value for Your Practice

SECO Starting Cold versus Buying a Practice

SECO Procuring Practice Buyers & Sellers

SECO Onboarding Staff

SECO How to Increase Your Practice Net

SECO How to Use Your Practice as a Personal Wealth Generator



OPTOMETRYMATCH.COM

BUYING OR SELLING AN OPTOMETRY PRACTICE STARTS HERE

BUYING OR SELLING A PRACTICE IS A MAJOR LIFE DECISION. TRANSITIONING INTO OR OUT OF PRACTICE OWNERSHIP CAN BE EXCITING YET CHALLENGING.

THE **PRACTICE MANAGEMENT CENTER (PMC)** HELPS MAKE THE OVERALL EXPERIENCE FOR DOCTORS A SMOOTH AND SEAMLESS ONE - FROM START TO WELL BEYOND THE TRANSITION.

CLICK ON **REGISTER** BELOW TO START THE PROCESS.

THEN, UPLOAD THE **PRACTICE INFORMATION** IN STEP 2 USING THE **PASSWORD** SENT TO YOU WHEN YOU REGISTERED. (IF YOU DO NOT HAVE A PRACTICE FOR US TO EVALUATE, THEN YOU CAN SKIP STEP 2.)



STEP 1

With no registration or upfront fees, getting started is easy - just click on the REGISTER button below to start the process.

STEP 2

At the top of the email we send you after registering is a password. Use the password with this step to upload the practice information. (If you don't have a practice for us to evaluate, then you can skip this step.)

Course Description

- There are two drivers that make the most difference in the price of your practice: **doctor effectiveness** and **practice efficiency**. This course will teach you how to improve both of those variables in order to get the maximum value for your practice.

Course objectives

The attendee will be able to ...

- Understand how practices are valued
- Calculate and successfully manage doctor effectiveness
- Calculate and successfully manage practice efficiency

Introduction

Practices are valued in
different ways



Formulas based on gross revenue

Should these practices
be priced the same?

Practice 1

Gross revenue \$500,000

Net \$ 50,000

Practice 2

Gross revenue \$500,000

Net \$200,000



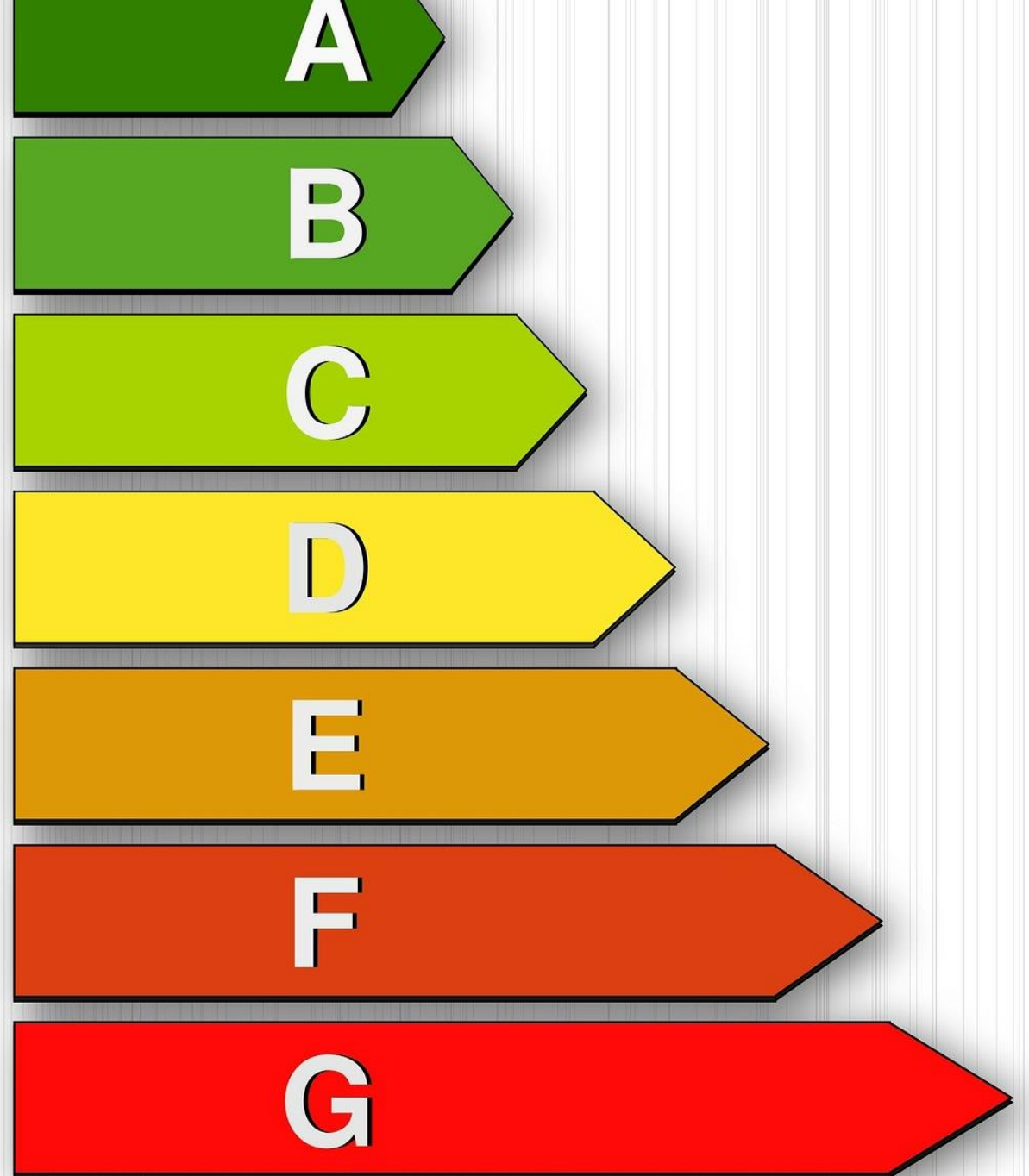
PROFIT

- Discussion of problems with net valuation formulas

Formulas based on net

More sophisticated formulas involve ...

- **Doctor effectiveness**
- **Operational efficiency**



Calculate and successfully manage doctor effectiveness

- \$700K, \$1M
- Prescribe
- Case Presentation
 - **History**
 - **Exam**
 - **Prescription**
- Pre-set patients to purchase
- Capture Rate



Best practice

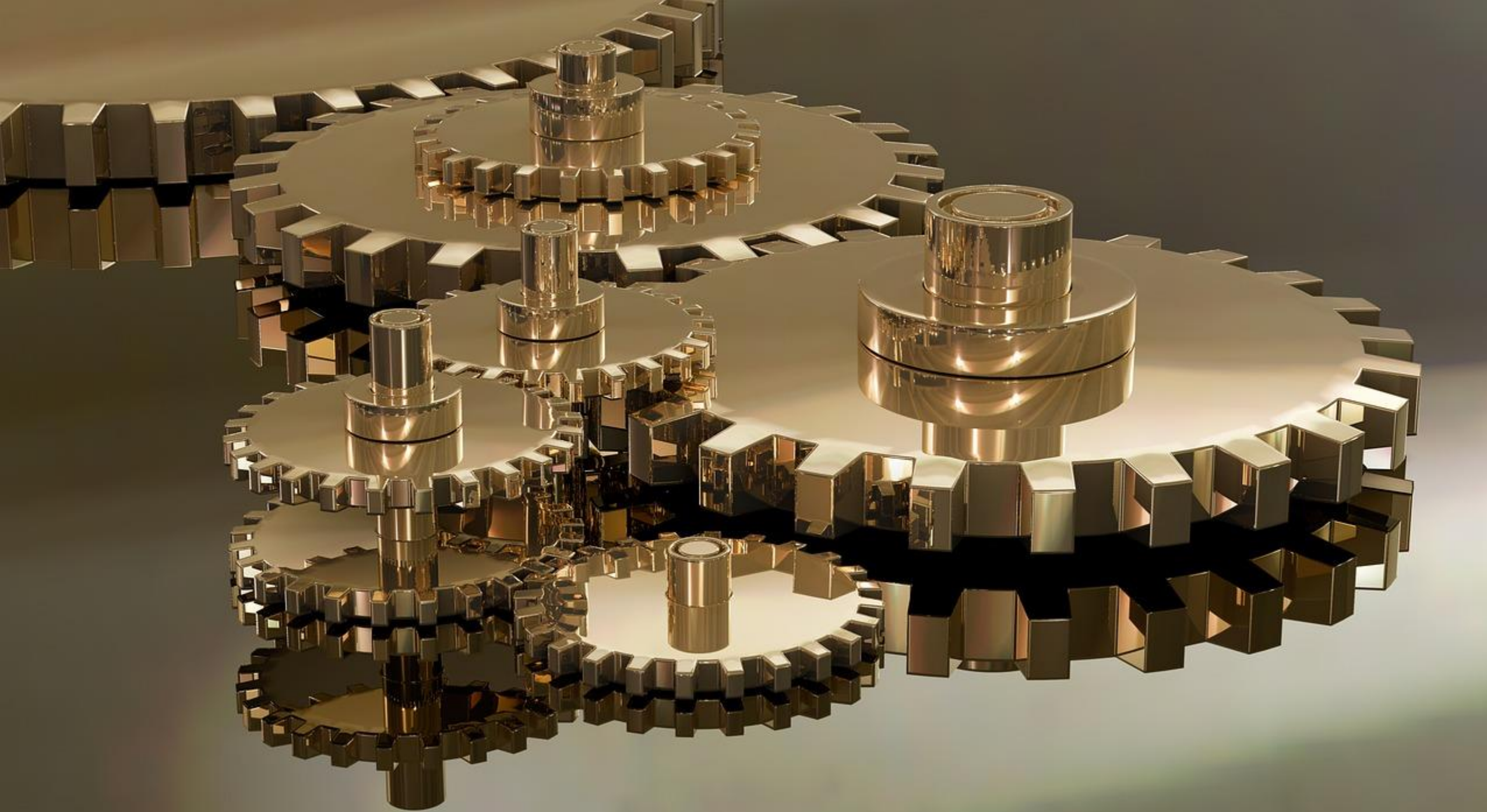
- Data gathering vs Data analysis
- Prescribe versus Recommend
- Systems
- Scripts



Operational efficiency

- 28% + + + + + + + +
- Net
- Systems
- Measure to manage







Measure to Manage

MINIMUMS

\$700K/Doctor

28%

When





Thank You!

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Vision One



APME



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