Actionable Steps & Considerations When Expanding Retina Practices

Tuesday, August 24, 2021

Sponsored by the American Academy of Ophthalmic Executives
Meet the Panel

• Moss Fenberg, MD
  o Retina Specialist, Southwest Eye Consultants

• Joanne Mansour, OCSR
  o Practice Manager, The Virginia Retina Center

• Stephanie Collins Mangham, MBA
  o CEO, Austin Retina Associates

• Moderator:
  o Joy Woodke, COE, OCS, OCSR
  o Academy Coding & Practice Management Executive
Questions for the Panel?

Join our Townhall Discussion!

Please submit your questions using the Q&A button.
Please do not submit via chat or click on the raised hand.

Attendees can “promote” a posted question to move to the top of the queue.
Recording and AAOE Resources

A recording of this presentation will be posted following this live session to https://www.aao.org/practice-management/resources/videos

Resources discussed during this webinar will be available on the webpage

Questions following the session may be emailed to retinapm@aao.org
Poll #1

- In the next 6 months, our practice plans to expand by
  1. Adding a new physician
  2. Opening a satellite office
  3. Merging practices or other consolidation
  4. Increasing resources! Staff, exam lanes, test equipment, etc
Growth in the Retina Practice

Expansion  Why  How
Expanding Practice Resources

Learn More: Strategically Grow Your Retina Practice
Poll #2

• When adding a new physician, what is the most challenging?

1. Recruiting
2. Credentialing
3. Staffing
4. Adapting to practice culture
Adding a New Physician

AAOE Resources:
New Physician On-boarding Checklist
Expanding Locations

AAOE Resources:

Strategically Grow Your Retina Practice
Poll #3

• Which of the following best describes your retina practice?
  1. Medium-large retina only practice
  2. Solo-small retina only practice
  3. Private equity retina practice
  4. Multi-subspecialty ophthalmic practice
Mergers, Acquisitions, Consolidations

AAOE Resources:

Practice Purchase Checklist
Retiring Physician

AAOE Resources:

Practice Closing Checklist

Video: Selling an Ophthalmology Practice
Practice Development

AAOE Resources:

Practice Management Advice: Marketing
Managing Change

AAOE Resources:

PM Advice: How to Get Staff Buy-in

EyeNet Article: Project Management, A Six Step Approach
Planning for Success

Learn More: Video: Strategically Grow Your Retina Practice, 3 Key Steps to Success
What Next?

The AAOE community can contribute to your success!

Email questions to retinapm@aao.org