



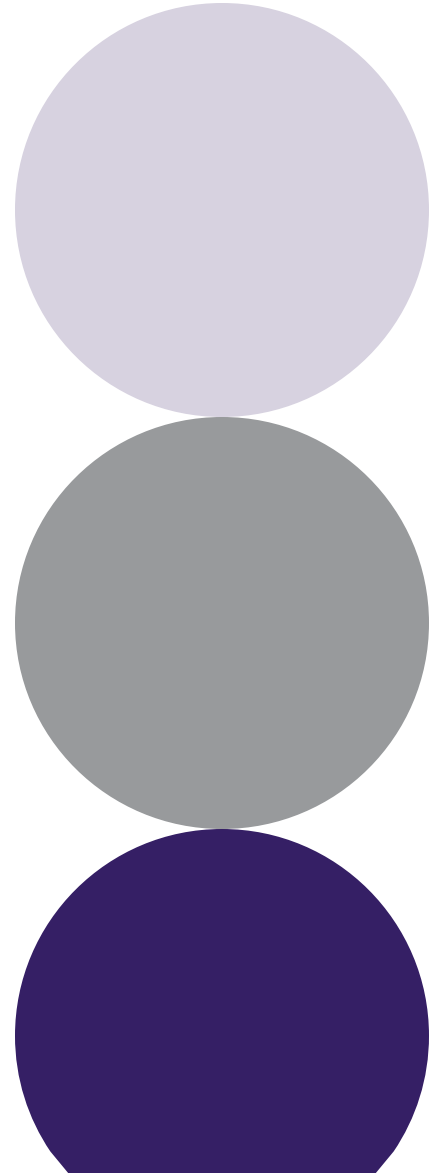
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Actionable Steps & Considerations When Expanding Retina Practices

Tuesday, August 24, 2021

Sponsored by the American Academy of Ophthalmic Executives





Meet the Panel

- **Moss Fenberg, MD**
 - Retina Specialist, Southwest Eye Consultants
- **Joanne Mansour, OCSR**
 - Practice Manager, The Virginia Retina Center
- **Stephanie Collins Mangham, MBA**
 - CEO, Austin Retina Associates
- Moderator:
 - **Joy Woodke, COE, OCS, OCSR**
 - Academy Coding & Practice Management Executive





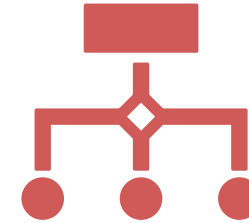
Questions for the Panel?



Join our Townhall Discussion!

Please submit your questions using the Q&A button.

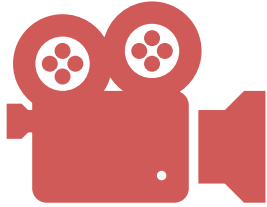
Please do not submit via chat or click on the raised hand.



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**



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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

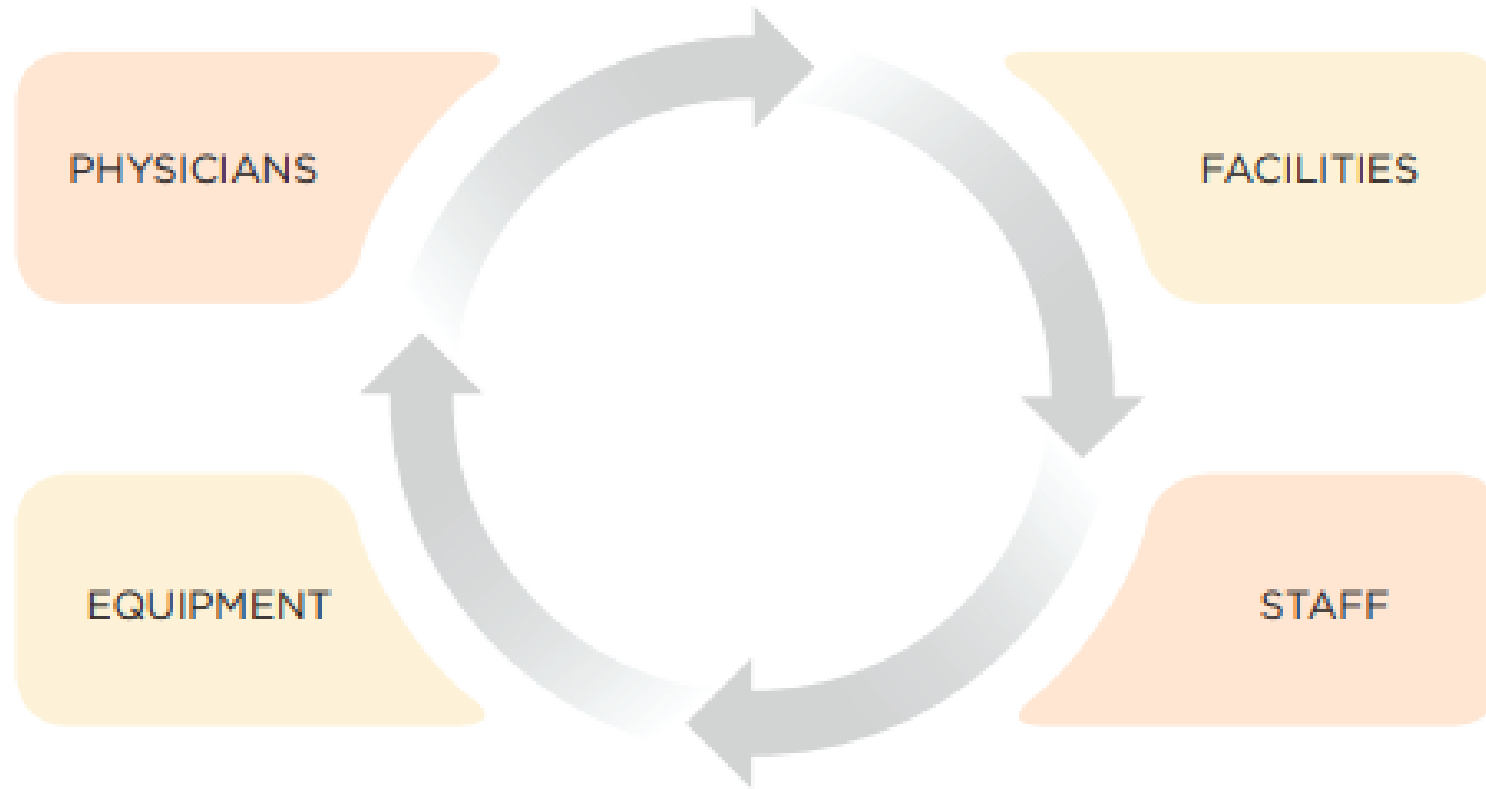


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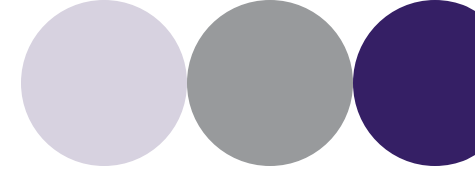
Expanding Practice Resources



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Learn More: [Strategically Grow Your Retina Practice](#)

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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:

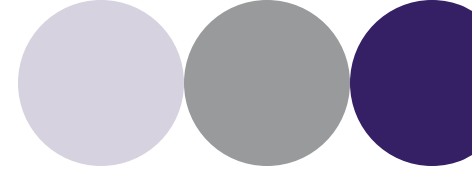
[New Physician On-boarding Checklist](#)



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Expanding Locations



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AAOE Resources:
[Strategically Grow Your Retina Practice](#)

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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](#)



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Retiring Physician



AAOE Resources:

[Practice Closing Checklist](#)

[Video: Selling an Ophthalmology Practice](#)



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Practice Development



AAOE Resources:



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[Practice Management Advice: Marketing](#)

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Managing Change



AAOE Resources:

[PM Advice: How to Get Staff Buy-in](#)

[EyeNet Article: Project Management, A Six Step Approach](#)

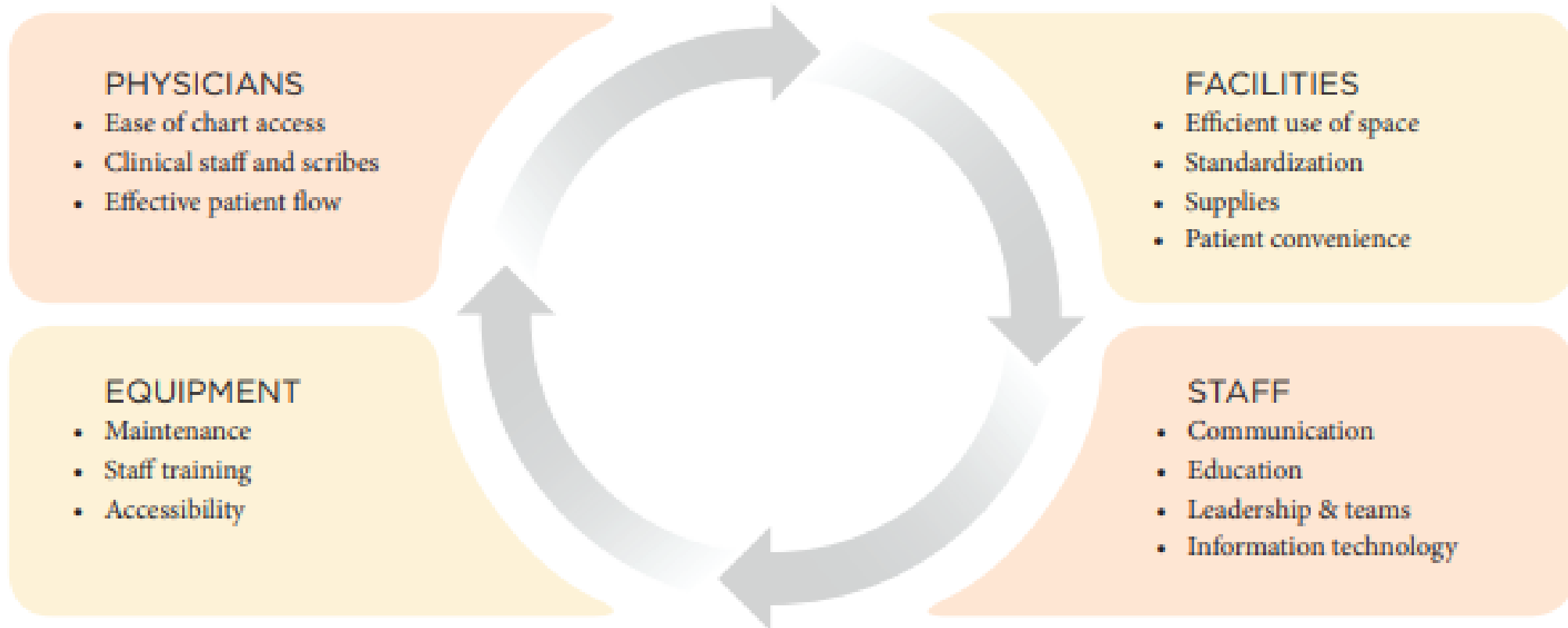


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Planning for Success





What Next?



The AAOE community
can contribute to your success!

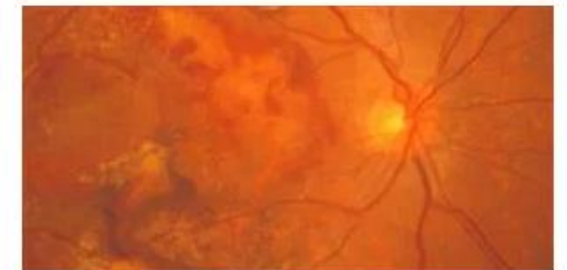
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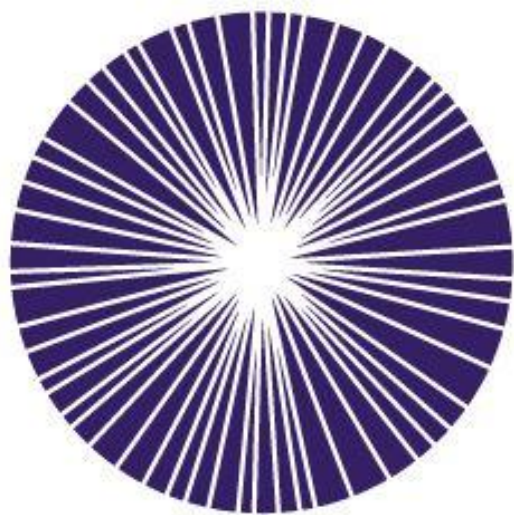
[Learn More](#)

AAOE-Talk

aao.org/retinapm



Email questions to retinapm@aao.org



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