

New Collaboration Will Provide More Resources and Opportunities to Optometrists Transitioning into or out of Practice Ownership

The Practice Management Center (PMC), Vision One Credit Union, and VSP® Global are teaming up through optometrymatch.com to connect doctors looking to buy or sell an optometry practice and make the overall experience a seamless transition.

Optometrymatch.com is the starting point for doctors who are looking to buy or sell part or all of a practice. After doctors register on this secure website, PMC implements its SMART MATCH model to match the doctor with a buyer, seller or practice that meets their criteria. Once a match is made, PMC works closely with the doctors providing support and consultation throughout the practice transition process.

“Purchasing a practice can be a challenging experience for doctors. Similarly, selling a practice can also be an overwhelming experience for retiring doctors. Our goal is to make the process smooth for both sides, which will in turn help ensure the future success and growth of independent optometry,” said PMC CEO Mark Wright, OD.

“It’s a priority to create new opportunities for VSP’s network of 38,000 doctors at every stage of their career. This collaboration is one of several initiatives underway to provide doctors options and resources along their path in the profession,” said Michelle Skinner, Chief Provider Relations Officer at VSP Global.

In addition to expert practice management guidance from PMC, Vision One Credit Union will provide the capital and financial expertise for pre-qualified optometrists to buy, grow, and sell private practices.

Only two years out of optometry school, Dr. Samantha Vavricek, a VSP network doctor, is in the process of purchasing her first private practice and turned to PMC for support and expertise. “Because PMC is owned and operated by ODs, they have a strong understanding of how a practice operates and functions as a business,” she said. “They conducted in-depth analysis and provided solid feedback and guidance every step of the way. PMC took the risk out of practice ownership, which gave me more confidence in choosing this path.”

Doctors interested in buying or selling an optometry practice can get started by registering at www.optometrymatch.com.