

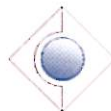
## PROFESSIONAL EXPERTISE

EquiVision offers you an unexcelled reputation for producing bottom-line results. Founder Larry Pearson has successfully managed ophthalmologic practices across the nation. Pearson effected the merger of his Omni Eye Services in Atlanta with MediVision, after which revenues grew in excess of \$55 million. Co-partner Doug Colkitt, M.D., a radiation therapist, owns and operates twenty radiation therapy treatment centers and is a leader in his field. Co-partner Rick Holdren is a widely recognized medical business appraiser and consultant.

The specialized knowledge and seasoned background of the EquiVision team assures you of strong support and practical solutions for your ophthalmology practice.

## AN OPTION YOU NEED NOW

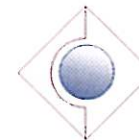
Don't wait until it's too late. Examining patients is only part of your job. Examining your options for the future is the part you can't afford to ignore. We'll fill you in on all the details for a profitable prognosis. Call us at 1-404-978-1724 to arrange for a convenient, *confidential* consultation.



EQUIVISION  
i n c o r p o r a t e d

2386 Clower Street - Suite A-100 - Snellville, Georgia 30278  
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# An Equitable Reward For A Successful Practice



EQUIVISION  
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## FACING YOUR FUTURE

Ophthalmology can be one of the most rewarding of all medical specialties. Sophisticated advances in diagnostic and treatment techniques make it professionally stimulating and personally satisfying. And growing an ophthalmology practice — whether solo or as a group, with or without the involvement of sub-specialists — can be just as fulfilling.

But one day, all ophthalmologists are forced to face the future, especially in the changing “business environment” of medicine. Even the most successful practice must make arrangements for *maintaining long-term security*. In fact, the larger the practice, the more you are at risk to lose.

If you are considering any of the following options within the next five to seven years—

- \* leaving your practice
- \* scaling down the size of your practice
- \* reducing your patient load
- \* taking more time off
- \* retirement

then you need some assurance of future financial stability. You need to know that you will receive equitable payback for the time, talent and work you invested to build your business. You need EquiVision.

## WHERE FORESIGHT PAYS OFF

EquiVision was created for a two-fold purpose:

1) To expedite a smooth transition for ophthalmologists who want to reduce their professional commitments, yet realize the maximum value in their practices, and

2) To bring an experienced business perspective to the practice of ophthalmology so successful practices can flourish and progress in the future.

To achieve these objectives, EquiVision begins with a careful analysis of your practice, encompassing your personal and professional goals. We then design and implement a customized exit strategy over a two to ten year period. In order to facilitate the exiting process, EquiVision will acquire practice assets and enter into a long term service agreement. The length of time an ophthalmologist wishes to continue working within the practice varies on a case by case basis, and continuation beyond the 10-year period may be considered.

The agreement allows you to continue to provide the highest quality patient care, to practice at a desired pace, to have access to experts in the area of changing regulatory and business environment of medicine and to avoid the headaches of day to day administration.

The result? You maximize the return on your professional investment, exit your practice smoothly, and maintain practice continuity.

## MAXIMIZING YOUR PRACTICE POTENTIAL

EquiVision provides the full range of ophthalmologic management services and guidance in the following areas:

### - Marketing analysis

- \* Increase market share
- \* Referrals
- \* Image enhancement

### - Growth strategy

- \* Sub-specialty services
- \* Satellite offices
- \* Ambulatory Surgery Center
- \* Revenue potential

### - Expense analysis

- \* Staffing
- \* Benefits
- \* Data processing
- \* Rent
- \* Collections
- \* Medical records

### - Regulatory updates

### - Administration

- \* Personnel
- \* Purchasing
- \* Accounts receivables
- \* Billing

### - Space needs evaluation

- \* Lease negotiations
- \* Satellites

### - Managed care

- \* Contract negotiation
- \* Capitation