

# The Keplr Vision Difference

The Best Home for Your  
Private Optometry Practice



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VISION

# The Keplr Vision Difference

## The Best Home for Your Private Optometry Practice

By Ben Gaddie, OD, FAAO, Chief Medical Officer, Keplr Vision

**The medical profession of optometry is constantly advancing. Technology, business operations, and supply chain management are ever-changing and growing in complexity. This all can be quite challenging and overwhelming for private practitioners.**

Just a few years ago, I was coming to these conclusions and looking for the next step for me and my practice.

I found that next step with Keplr Vision.

Keplr Vision was built from the ground up, beginning in 2005 with the cold-start opening of a single optometry clinic. An additional 20 clinics opened in less than 15 years, followed by sensational growth in partnerships with private practice ODs.

What has happened since has been extraordinary. Offering a collaborative partnership of robust business-support services, while also allowing doctors to focus on patient care and maintaining their legacies, Keplr Vision has grown into a powerhouse of over 180 practices nationwide.

And this is just the beginning. We continue to grow because we are driven by a model that is unsurpassed in the industry – offering partner ODs and their teams the security needed now and beyond with our dynamic industry.

### *We Possess Common Values.*

We want to provide the full scope of care to our patients. We are involved in our communities, and in state and national organizations. We strive to be influencers in our profession. Keplr Vision advocates for our profession and all the doctors in the organization to

the highest level that their state, license, training, or comfort will allow.

The leadership team strives to continually improve processes and offers our doctors the ability to pilot treatment technologies. We help optometrists deliver the care that patients need that they are not getting anywhere else.

We know that the doctor and their team are what ultimately made the practice successful over the years, so we do not take the banner off the door and weaken the brand. We want them to continue, and we want to offer best-in-class support to grow to new heights.

We understand the efficiencies of uniting within a group with a greater network of business support, while also recognizing the value of each practice's unique identity. We want each to continue to be successful, shedding administrative responsibilities to focus more on taking care of patients.

We recognize the value of the optical side of the business but understand that optometrists are medical practitioners first. We offer a diversity of services for medically oriented and optically oriented practices alike. We are an organization committed to becoming stronger together.

This all represents what makes Keplr Vision different, starting with the support of our four pillars: Optometric Thought Leadership, Patient-Centric Operations, a Consensus-Driven Approach, and Legacy-Strengthening Partnership. ▶



**“Just a few years ago I was looking for the next step for me and my practice, and I found it with Keplr Vision.”**



Ben Gaddie, OD, FAAO

# The Keplr Vision Difference

## The Pillars of Success



**When optometrists partner with Keplr Vision, they are joining a group based on a solid foundation.**

Bolstering this base are the organization's Four Pillars of Success – Patient-Centric Operations, Consensus-Driven Decision Making, Optometric Thought Leadership, and Legacy-Strengthening Partnerships.

### 1. PATIENT-CENTRIC OPERATIONS

This Keplr Vision Difference was clear to Dr. Todd M. Sheldon. He remembered, "I was asked about the parts of my practice that I love, and told, 'We want you to keep doing them. There are also likely some aspects that you really don't like. Chances are we have the resources to be able to take that off your plate.'" **Todd M. Sheldon, OD, MBA, FFAO**, of Central Oregon Eyecare, partnered with Keplr Vision in February 2020.

By removing the burden of business management and supply chain operations, Keplr Vision's dedicated support staff simplifies doctors' lives and frees them to practice medical optometry.

OD partners **Michael A. Berenhaus, OD**, and **John N. Chrisagis, OD**, see this benefit as one of the more impactful ones to their work lives. "I'm not worrying about anything except seeing my patients," said Dr. Beren-

haus. "I'm happier, and they see that." A former Maryland Optometric Association president, Dr. Berenhaus of Bethesda, MD, joined Keplr Vision in May of 2019.

"I see patients as much as I did before, and I'm more fulfilled in my practice, because I don't have all that other work to do," Dr. Chrisagis said. Chrisagis's Tempe Eyecare partnered with Keplr Vision in September of 2018.

It is a priority that, as medical professionals, Keplr Vision doctors focus first on their patients and providing best-in-class care.

"They deal with all the issues that every small business owner has to deal with – personnel, payroll, HR," said **Steven M. Wilson, OD**, whose practice, Wilson Eye Center, was one of the first to join Keplr Vision in 2018.

**"I'm not worrying about anything except seeing my patients."**

— *Michael A. Berenhaus, OD*

### 2. CUSTOMIZED AND CONSENSUS-DRIVEN APPROACH

Every practice is different, and Keplr Vision believes each practice should receive the unique support it deserves. Keplr Vision's consensus-driven approach includes operations and services to meet each individual practice's needs.



Heidi Pham-Murphy, OD



David A. Cockrell, OD



Todd M. Sheldon, OD, MBA, FFAO



Michael A. Berenhaus, OD



John N. Chrisagis, OD



Steven M. Wilson, OD

"We joined Keplr Vision because they offered the most for our practice doctors and team, as well as opportunities for enhancing patient experience," said **David Nelson, OD, MBA**, and former AOA President. Dr. Nelson's three-location practice, Eye Contact Madison, partnered with Keplr Vision in January 2019.

Keplr Vision optometrists have confidence they are working with a partner who truly cares about their practice and who they can trust.

"All my friends are here," said Dr. Eric Schmidt of Omni Eye Specialists and Bladen Eye Center in North Carolina. "It's more like family, and I wanted to be with my family. It's been a great decision to go forward with Keplr Vision." Dr. Schmidt joined Keplr Vision in June of 2018 and has risen to the title of Vice President of Professional Development.

**"We joined Keplr Vision because they offered the most for our practice doctors and team, as well as opportunities for enhancing patient experience."** — *David Nelson, OD, MBA*

### 3. OPTOMETRIC THOUGHT LEADERS

Comprised of the industry's top performing optometrists and operators, Keplr Vision doctors are driving the industry forward through innovation and state-of-the-art medical optometry. "You're joining a team of amazing clinical leaders in the industry," said **Heidi Pham-Murphy, OD**, of Visions Optometry in Sacramento. "They're at the forefront of the profession, and in our area, we are, too. That really resonated with us." Dr. Pham-Murphy partnered with Keplr Vision in January 2020.

Several former presidents of the American Optometric Association and multiple heads of state optometric associations are also Keplr Vision partner doctors. "The medical model of optometry is certainly where my career has been focused, Keplr Vision has lived up to their promises of pushing the industry forward and advocating for the expanding of optometric care," said **David A. Cockrell, OD**. The former AOA president also joined Keplr Vision this year and is Director of the inaugural Keplr Advocacy initiative. Keplr Advocacy was created to pursue policy and regulatory changes at the state and federal levels to expand and protect the practice of optometry.

**"They're at the forefront of the profession, and in our area, we are, too. That really resonated with us."**

— *Heidi Pham-Murphy, OD*



### 4. CONTINUING YOUR LEGACY TO BUILD SOMETHING GREATER

You've worked hard to get where you are and have built a legacy to be proud of. Keplr Vision has tremendous respect for that.

"I am very honored to be part of Keplr Vision. We are a doctor-centered organization and will continue to be such. What we as doctors have built in our practices is key to our future growth and success," said **Eric Schmidt, OD, FAAO**, and Vice President of Professional Development.

Keplr Vision strives every day to help you maintain your independence with your name on the door and the freedom to run your practice.

"One particular aspect of their model that was compelling for me, my legacy, and my patients was the fact that they didn't plan on rebranding," said one of Keplr Vision's first partners, Alan Glazier, OD. "They didn't want to turn it into a chain."

**"We are a doctor-centered organization and will continue to be."**

— *Eric Schmidt, OD, FAAO*

Dr. Berenhaus remembered of his transition, "Patients haven't noticed a change in the level of care they've come to know and expect from us. That's because Keplr Vision recognizes strong operations; they only partner with successful practices."

Further, Keplr Vision partners remain invested in the overall success of the entire organization.

"They value us for all the hard work and everything we've done to build the office," Dr. Pham-Murphy said. "Not only that, but they also see the value in making us partners – not just employees." ▶



**David Nelson, OD, MBA**



**Eric Schmidt, OD, FAAO**



**Russell Beach, OD**



# The Keplr Vision Difference

## Taking ODs and Optometry to the Next Level

**While some optometrists might view selling their practice as the end of an era, those who join Keplr Vision soon discover that it is more like a new beginning.**

By bringing together private practice optometrists who focus on the practice of optometry and assuming responsibility for business operations and supply chain management, Keplr Vision frees their optometrist partners to focus on their patients and practices, all while retaining the reputation that it took years to build.

"Partnership with Keplr Vision has given me more time and energy to invest in caring for my patients, my family, and my community," said Russell Beach, OD.

Keplr Vision understands the passion and effort it has taken to build your successful optometric practice, seeking a partnership to grow that success while strengthening your legacy.

"I can really make a difference now," said Alan Glazier, OD, FAAO, DIPL ABO. "I'm part of a company I helped build, and I'm able to help steer the ship and influence positive change."

### Expanding Scope of Care

Those who partner with Keplr Vision are joining leaders in their field, entering an exclusive group of doctors dedicated to advancing the science and profession of optometry.

"Every other entity out there sees the doctor as a vehicle to sell a pair of glasses," said David Grosswald, OD. "Keplr Vision's founders understand the importance of optometry and are committed to supporting us with best patient care practices and maximized return on investment."

### Patient Care: What ODs Do Best

Keplr Vision sees the big picture. Grounded in the professional institution of optometry, Keplr Vision gives practitioners the freedom to succeed in patient care without the burden of business management tasks.

"Looking into the future, I wanted to lessen some of my day-to-day operational responsibilities while getting support to grow professionally," said Jill K. Showalter, OD. "I found that in my partnership with Keplr Vision."

### Non-Invasive Ownership

With Keplr Vision, ODs provide state-of-the-art, patient-centric medical optometry. Even after merging with the group, independent private practice optometrists keep



**"I can really make a difference now. I'm able to help steer the ship and influence positive change."**

*— Alan Glazier, OD, FAAO, DIPL ABO*

their practice name and their existing staff.

"It was very clear they were not partnering with me to run my practice," said David A. Cockrell, OD. "They said, 'We want you to continue to run your practice,' which was certainly my desire."

Expanding the scope of care and focusing on patient-centric medical optometry all while maintaining the independence and reputation an OD has built over the years is the Keplr Vision Difference.

Michael A. Berenhaus, OD, offered this analogy: "The best two days of boat owners' lives are the day they buy the boat and the day they sell it. The best two days of this practitioner's life was the day I started this practice and the day that I sold it." ▶

# Keplr Vision Helped Me Continue My Medically Focused Eye Care Career

By David Grosswald, OD, The Eye Center, Conyers, Georgia  
– Partner since July 2018

**When first out of optometry school, I was invigorated working weekends for an extremely busy optical franchise in Atlanta. With what I learned there I eventually started my own practice with the same company and grew it to be one of their largest at the time. Ultimately, though, for many reasons I decided to de-franchise.**

After becoming an independent practice, I was reluctant about partnership with Keplr Vision.

## *The Keplr Vision Reputation*

“I’m not interested in selling. I’m young. I have four kids. I love what I do,” I thought. At that time, private equity was starting to gain traction in the industry, and I had been approached by a couple other firms. I’d instantly said “no,” because they would have come in and changed the name and culture of our practice.

I had a close connection at Keplr Vision and trusted him, and I knew the reputation of several other partner doctors, so I decided to take a closer look. The numbers looked much more attractive than I thought they would, and my accountant agreed it was a good financial move for me. I had a lot of confidence in the Keplr Vision team and in their mission to keep the integrity of my practice intact.

Then and now, I appreciate how the importance of the clinical side of an optometry practice remains an integral part of business decisions. This organization was founded by veterans in the industry who appreciate the value of an outside-the-box-thinking optometrist.

## *Keplr Vision Invests In Optometry*

Everyone at Keplr Vision is accessible and committed to the team approach. They are down to earth and don’t rest on their laurels. I’ve been impressed by all that they have done, and I’ve seen how that has positively impacted my practice. We’ve grown significantly since we joined only a couple years ago, and that couldn’t have happened without support of the practice’s clinical side.

I’m very passionate about helping patients, and Keplr Vision listens and collaborates. They’ve made investments to make us more profitable and professional – but not without crunching the numbers and vetting out the opportunity. Frankly, these are things I didn’t even do when I owned my own practice; my purchase decisions were largely driven by emotion.



**“We’ve grown significantly since we joined only a couple years ago, and that couldn’t have happened without support of the practice’s clinical side.”**

I’ve talked to many doctors who are interested in selling their practices, and a lot of them are like me. They want to keep practicing, they enjoy what they’re doing, but they fear they will have to sacrifice professional growth. A lot of these ODs worry they’ll never get that awesome piece of equipment they’ve been dreaming about. Well, you can, and it’s very exciting when patients notice.

Keplr Vision has been very supportive taking logical approaches to the business and handling the business management. That’s exactly what I hoped would happen. ▶



David Grosswald, OD

# Keplr Vision Helped Me With Day-to-Day Operations So I Can Focus on My Patients

By Jill K. Showalter, OD, EyeDoctors & Dry Eye Center, Vienna, West Virginia  
– Partner since September 2018



**“I am part of something bigger, and I can expand my vision for my practice far more in just the past couple years than I ever would have been able to do independently.”**

**Prior to my partnership with Keplr Vision, I was looking for resources that would help me manage the business side of my practice more effectively and efficiently. I was overburdened with trying to balance two careers: seeing patients and running a business. Something had to give.**

## Trust In Keplr Vision

Although I had never envisioned not owning the practice I had started with my father, I needed to get out from under the burden of keeping up with all the changes in the healthcare industry and the *what-ifs*.

Of course, I was nervous. It's scary selling something you've invested so much in. But with all the changes happening in health care, I knew I didn't want to keep doing it all myself for another 15 or 20 years.

The support system from the Keplr Vision teams started immediately. The week after we closed, we got a letter in the mail notifying us we were being audited. I thought we'd have to handle it on our own because it happened *before* our partnership.

But the Keplr Vision HR team stepped in and handled it, and we were completely absolved. Then and every day since, we have had a partner to assist us in every situation with care and professionalism for the team and our patients.

## Patient-Centric Medical Model

Partnership with Keplr Vision has more than lived up to my expectations. I am part of something bigger, and I

can expand my vision for my practice far more in just the past couple years than I ever would have been able to do independently.

Dr. Gaddie assured me, “If you want to learn myopia management or how to treat glaucoma better or how to better manage dry eye disease, we'll give you the support and training you need.”

That promise has already become a reality. I've been presented with tremendous professional growth opportunities, including a day spent in-clinic with leading optometric educator Dr. Paul Karpecki. Having that support has been instrumental to help me understand dry eye disease, how to treat my patients, and even how to make things run more smoothly in the clinic.

## Keplr Vision's Entrepreneurial Expertise

Keplr Vision has also proven they are as invested in my practices' growth as I am. When I looked to expand my dry eye clinic, they were very supportive of my need for new equipment. I proposed another lane of equipment, showed them our growth and numbers, and they made it happen.

Maintaining my independence and keeping the name of my practice were also deciding factors. I wouldn't have joined if they were planning to put a different sign on the door. Keeping that legacy of the practice unchanged was important to me, and those patient-facing elements have remained. ▶



Jill K. Showalter, OD

# What Does Partnership Mean To You?

Optometric Thought Leadership

Patient-Centric Operations

A Consensus-Driven Approach

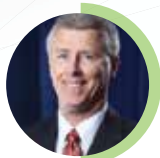
Legacy-Strengthening Partnership

## We Are Keplr Vision

JOIN AN ELITE GROUP OF LEADERS IN THE OPTOMETRIC INDUSTRY



Heidi Pham-Murphy, OD



David A. Cockrell, OD



David Grosswald, OD



Todd M. Sheldon, OD, MBA, FAAO



Michael A. Berenhaus, OD



John N. Chrisagis, OD



Alan Glazier, OD, FAAO, DIPL ABO



Jill K. Showalter, OD



Steven M. Wilson, OD



Ben Gaddie, OD, FAAO



David Nelson, OD, MBA



Eric Schmidt, OD, FAAO



Russell Beach, OD

### Explore the Opportunity.

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