



Optometry Media Backgrounder

Eyecare Partners Limited

Key Message:

This is an opportunity for a broad range of participants in the optometry industry. Yes, the public can invest, but that also means that all staff have an opportunity to be shareholders and participate in the equity growth – the ownership can genuinely be shared.

- The foundation of the company is in Independent Professional Optometry and the maintenance of local autonomy at the practice is a key platform
- Our culture is one of continued growth and direct reward for performance at the local level
- EPL creates opportunities for optometrists with vision to expand, but who have constraints on capital
- Optometrist led and optometry driven
- Using a mentoring business performance approach
- Corporate Office is the back office – so in practices it is business as usual without the hassle of the administration
- EPL is able to back growth ideas with the equity to make the increased ROI a reality
- Inter referrals between our practices will increase patient loyalty
- Optometrists will have additional opportunities to engage in specialisation
- High achieving team committed to success

Student optometrists

- Cadetships and summer internships offer practical experience while studying.
- The commercial experience available in our practices will create a balance with the student's clinical studies.

Early career optometrists

- Able invest in the company they work for, but have a liquid investment.
- Mentoring by experienced high-achieving optometrists
- Transportability of entitlements and ownership
- A career path from employed optometrist to supervising a practice to supervising multiple practices.

Mid career optometrists

- Reached the stage where it's possible to leverage their activities, but may lack capital
- EPL can provide the capital to expand and maintain the autonomous management of the practices
- Creates expansion opportunities through equipment, premises or practices

Established optometrists

- Looking for a management path to exit the practice, but still keen to see their wealth and practice grow
- The model of shared ownership across many practices reduces individual risk
- Multiple practice model allows for employed locums increasing productivity