



Case Study: Independent Ophthalmology Practice Increases Revenue by 28% While Expanding Services

Client Overview

An established ophthalmology practice in Dallas, Texas, faced a dual challenge: maintaining independence in an increasingly competitive market while expanding its service offerings to boost revenue. The practice owners vowed not to go into private equity and brought Oaklawn Health Group in to implement innovative solutions that would help it achieve long-term growth without compromising patient care or operational efficiency.

The Challenge

- Increasing administrative burden and reduced reimbursements
- Competitive pressures from larger healthcare systems
- Interest in expanding service lines (including Intense Pulsed Light (IPL) treatments and myopia management) while managing operational costs
- Optimizing provider compensation to align with revenue goals
- Addressing internal practice dynamics and fostering stronger collaboration among team members

The Solution

Working with our consulting team, the ophthalmology practice implemented a multi-phase strategy to achieve its goals. Key steps included:

1. **Comprehensive Financial Analysis and Benchmarking**
 - Reviewed current revenue streams and identified underperforming areas.
 - Implemented a detailed cost-reduction strategy, focusing on vendor negotiations and staffing efficiencies.
2. **Expansion of Services**
 - Developed a business plan for launching IPL services and myopia management services.
 - Recruited an optometrist that was credentialed and trained to perform new procedures, integrating these services into patient care pathways.
3. **Provider Incentive Program**
 - Designed and implemented an incentive plan to reward high-performing Providers while aligning individual performance with practice revenue goals.
4. **Operational Restructuring**
 - Improved workflow and redefined job roles for clinical and administrative staff, increasing productivity.
 - Introduced new communication strategies to foster collaboration among providers and reduce internal conflicts.



The Results

After 12 months of implementation, the practice achieved:

- **28% Revenue Growth:** Driven by the successful launch of new service lines and optimized billing processes.
- **Cost Savings:** Vendor contract renegotiations and optimized staffing saved the practice over \$120,000 annually.
- **Improved Patient Experience:** The expanded service offerings and streamlined workflows resulted in a 15% increase in patient satisfaction scores and Net Promoter Scores.

Conclusion

By focusing on strategic growth and operational efficiency, the practice successfully expanded its services and increased revenue while retaining its independence. This case study highlights how our tailored solutions can help private practices thrive in a competitive healthcare landscape.

Interested in similar results for your practice?

Contact us today to see how we can help you optimize and grow your practice while staying independent.

