

## EXECUTIVE DIRECTOR

## EYE CARE SPECIALISTS

MILWAUKEE, WISCONSIN



*Eye Care Specialists' mission:  
Dedicated to ensuring that you and your family see life to the fullest—now and in the future.*

Eye Care Specialists has partnered with Spano Pratt Executive Search to identify their new Executive Director. For a confidential conversation and to learn more about this opportunity, please contact Andy Hillig or Lindsey Kriete.

### **Spano Pratt Executive Search**

Andy Hillig, Executive Search Consultant  
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Lindsey Kriete, Practice Director  
[lkriete@spanopratt.com](mailto:lkriete@spanopratt.com)

## ORGANIZATION

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Eye Care Specialists has been serving Milwaukee and southeastern Wisconsin with comprehensive medical, surgical, and laser treatment for virtually every ophthalmic condition for 40 years. Eye Care Specialists' expertise spans cataracts, glaucoma, diabetic retinopathy, macular degeneration (AMD), pediatric eye concerns, corneal transplants, dry eyes, retinal tears, and ocular infections. The doctors of Eye Care Specialists are frequently featured in national publications, professional journals, and the media.

Beyond patient care, Eye Care Specialists is deeply committed to education and community outreach. It has published and distributed more than one million free eye care booklets and newsletters, provides complimentary screenings for civic and senior groups, and serves as featured columnists for local publications.

Eye Care Specialists' continuing education programs draw more than 125 optometrists from across the region.

Honored as "Top Doctors" by Milwaukee and MKE Lifestyle magazines, Eye Care Specialists combines innovation, expertise, and a dedication to serving both the medical community and the public with exceptional eye care.



### **What makes Eye Care Specialists unique**

Eye Care Specialists was founded in 1985 by cataract surgery pioneers Drs. Norman Cohen and Robert Sucher who brought the practice to national recognition before their retirement in 2012. Over the years, the medical team has expanded to include Brett Rhode, Daniel Ferguson, Daniel Paskowitz,

Michael Raciti, David Scheidt and Austin Hribar. Together, Eye Care Specialists' doctors provide care for nearly every eye condition to more than 200,000 people at three locations.

Eye Care Specialists is regarded as one of the leading cataract surgery practices in Wisconsin in terms of both volume and exceptional skill. Its surgeons have performed tens of thousands of cataract procedures and have been asked to turn the operating room into a teaching environment for fellow physicians as well as lens implant and equipment manufacturers.

### **Eye Care Specialists' Scope of Care and Commitment to Greater Milwaukee**

Since 1985, Eye Care Specialists has provided medical, surgical and laser treatment to more than 200,000 people. Drs. Brett Rhode, Daniel Ferguson, Daniel Paskowitz, Michael Raciti, David Scheidt and Austin Hribar are grateful to have received many of these patients as referrals from their colleagues in the field.

There are four ophthalmologists and two medical optometrists who all work and live in the Milwaukee area. Because Eye Care Specialists is a team, patients have the benefit of qualified, 24-hour back-up coverage, as well as the sharing of questions, techniques and ideas between doctors. And, because the doctors are local residents, they have a special commitment and stake in the community, unlike outsiders who only come in to perform surgery and then head back home to another city or state.

### **Eye Care Specialists' ever-expanding scope of services includes:**

Cataract - Cornea - Diabetic Retinopathy - Dry Eye – Glaucoma - Laser Vision Correction - Macular Degeneration (AMD) - Neuro-Ophthalmology - Optical Coherence Tomography (OCT) Laser Scans – Oculoplastics - Retinal Conditions



HONORED AS "TOP DOCTORS" BY MILWAUKEE AND MKE LIFESTYLE MAGAZINES YEAR-OVER-YEAR,  
FOR THE PAST 24 YEARS

## EXECUTIVE DIRECTOR POSITION OVERVIEW

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Eye Care Specialists' Executive Director will serve as the leader responsible for the strategic direction, operational management, and financial sustainability of a high-volume ophthalmology practice with three clinical locations. Reporting directly to the four physician partners, this position ensures the practice delivers high-quality patient care, maintains regulatory compliance, achieves operational efficiency, and is financially sustainable across all locations. The Executive Director will play a key leadership role in fostering a culture of collaboration, excellence, and innovation within the clinical and administrative teams.



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## CORE RESPONSIBILITIES

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### Strategic Planning

Develop and execute short- and long-term strategic initiatives aligned with the practice's mission, growth objectives, and evolving healthcare landscape.

### Practice Management

Set and facilitate regular meetings with physician partners, operational and clinical management, outsourced resources, and staff. Prepare a monthly executive summary of practice performance, including a financial statement package (completed within 30 days of the end of the previous month) to be shared with physician partners.

### Financial Oversight

Manage budgeting, forecasting, revenue cycle functions, and financial performance; identify opportunities for cost savings and revenue enhancement without compromising care quality in collaboration with the finance and operations managers and outsourced resources (if appropriate). Oversee the practice's annual budget in conjunction with the finance and operations managers.

**Compliance and Risk Management**

Ensure adherence to all regulatory, legal, and accreditation standards, including HIPAA, OSHA, Joint Commission, and CMS requirements. Oversee all insurance coverage, including malpractice, office contents and liability, life, disability, and business overhead, as well as any other practice-related policies.

**Human Resources Management**

Supervise leadership staff, oversee recruitment, hiring, retention, and dismissal of all personnel in compliance with all regulations. Supervise staff, including the preparation and monitoring of job descriptions, salary reviews, and personnel evaluations, as well as time-off tracking for direct reports and oversight of process for the practice.

**Physician Relations**

Serve as a liaison between practice leadership, outsourced resources, and physician partners; support the physicians with resource planning, scheduling, and operational needs.

**Technology and EHR Systems**

Lead teams responsible for optimizing and leveraging the EHR and practice management technologies (telecom, hardware, software) to improve clinical and administrative efficiency.

**Patient Satisfaction and Quality Assurance**

Monitor and improve patient service delivery, including wait times, feedback systems, and outcome tracking.

**Vendor and Contract Management**

Oversee relationships with external vendors, suppliers, and service providers, including but not limited to ambulatory surgical centers, IT, marketing, finance, supply chain, and managed care services; negotiate contracts and monitor service quality.

**Marketing**

Provide strategic oversight of marketing leaders and staff to advance practice growth. Lead coordination of biannual optometrist conferences and represent the practice as spokesperson when appropriate.



## QUALIFICATIONS & EXPERIENCE

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### Qualifications:

- Bachelor's degree in healthcare administration, business administration, or related field; master's degree preferred (MSN, MBA, MHA, or similar).
- Minimum of five to seven years of progressive management experience in a healthcare setting; ophthalmology, optometry, or other outpatient specialty experience preferred.
- Knowledge of the healthcare industry, particularly related to the coordination of care, contracting, and clinical operations.
- Strong financial acumen, including budgeting, financial reporting, and analysis.
- Familiarity with ambulatory-specific billing, coding, and regulatory standards preferred.
- Proficiency in electronic health record (EHR) systems and healthcare practice management software.

### Experience:

- Proven leadership and management experience in a healthcare setting, preferably in specialty or multi-site private practices.
- Experience in the design, monitoring, and/or implementation of programs to improve patient outcomes and financial performance.



## COMPETENCIES

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### **Leadership & Governance**

Experienced in physician governance and skilled at aligning partners around shared priorities, with an understanding of the nuances of independent private practice versus health system groups, fostering a consistent culture, bringing structure without micromanaging, and adept in negotiation and conflict management.

### **Strategic Vision and Leadership**

A thought leader with strong business acumen, action-oriented in business development, balancing independent and collaborative decision-making, skilled in creating financial plans, business development strategies, and pro formas, and recognized as a collaborative team builder with excellent communication skills, effective delegation, and a commitment to accountability.

### **Culture Fit with High Integrity**

Transparent and easy-going yet resilient, empathetic, and a clear communicator, who is approachable, builds trusting relationships with a long-standing, tight-knit team, cultivates external partnerships, and creates a culture of accountability.

### **Operational Excellence**

Brings healthcare administration experience with expertise in P&L management, billing and revenue cycle enhancement, credentialing and certification, local market knowledge, employee relations and human resources, regulatory compliance, and the ability to monitor and evaluate results effectively.

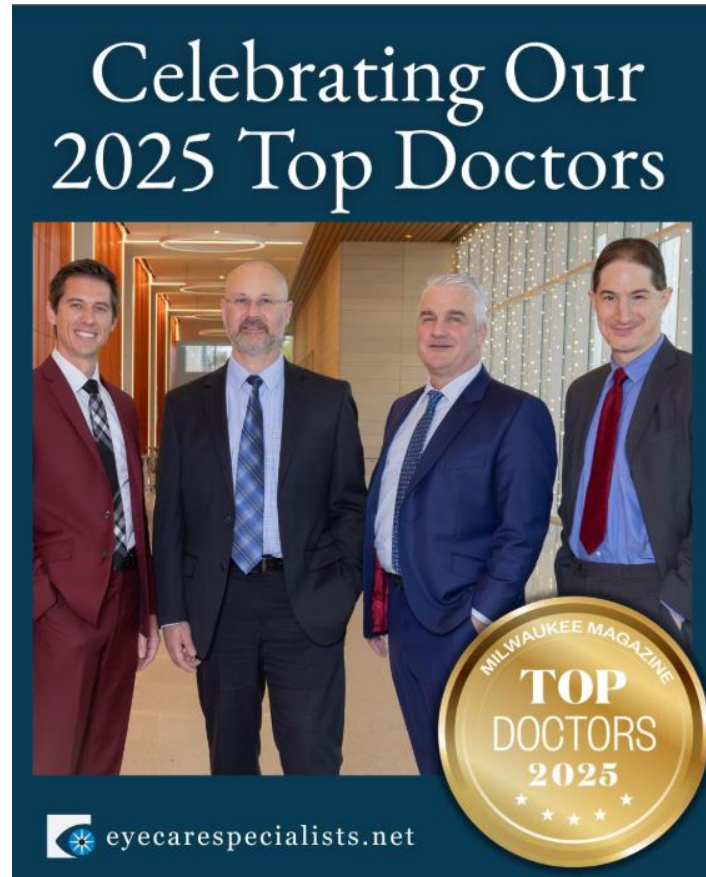
### **Change Leadership**

Provides strategic-level vision and guidance for the organization, communicates a future-forward direction with clarity, builds commitment and consensus, and remains perceptive to the needs, wants, and concerns of others in times of uncertainty.

## COMPENSATION

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The salary range is \$150,000 - \$190,000 and is commensurate with candidate background, credentials, and years of experience. Eye Care Specialists offers a competitive benefits package. The position is based in Milwaukee, Wisconsin.



## LOCATION – MILWAUKEE, WI

In Milwaukee, you'll find urban living and a Midwest ambience combined to provide an ideal work-life balance for modern living. Short commute times, big city amenities, diverse and affordable neighborhoods, below average cost of living, an abundance of natural resources and a nationally recognized education system all come together during an unprecedented time of opportunity and growth. The Milwaukee Region is made up of five counties in southeastern Wisconsin that have a combined population of nearly 1.8 million people.

Sitting on the southwest shore of Lake Michigan, there are numerous beaches with related activities such as canoeing, paddle boarding, beach volleyball, yoga, and fishing. Beachfront as well as inland parks cover more than 15,000 acres of land allowing city dwellers to enjoy green spaces. If you prefer to watch professional sports, Milwaukee is home to the MLB Brewers, AHL Milwaukee Admirals and NBA Bucks.

Milwaukee is known for its festivals and food scene. The largest festival is Summerfest, a three-weekend music festival, which brings people from across the country to hear their favorite artists and



bands. The Milwaukee food scene continues to grow with more options for exotic taste buds and wild appetites from James Beard award winners to Food Halls.

Milwaukee is home to the celebrated Milwaukee Art Museum, Milwaukee Public Museum, Milwaukee Public Market, Discovery World and Betty Brinn Children's Museum. Milwaukee features an opera company, ballet, and a symphony. With over 15,000 theater seats, the Milwaukee Theater District ranks No. 1 in the United States for the highest number of theater seats per capita.

To learn more about Eye Care Specialists:

- Company website: <https://www.eyecarespecialists.net/>

To be considered for this opportunity, please submit a cover letter and resume to:

Andy Hillig, Executive Search Consultant -OR- Lindsey Kriete, Practice Director  
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