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OEIS 7TH ANNUAL NATIONAL SCIENTIFIC VIRTUAL MEETING

September 25, 2020





Taking Another Shot

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NOW in our 4th OBL..

1. Vascular Access Ctrs – predom HD access interventions and nascent LE vascular program
 2. Manhattan Interventional Radiology
- Almost 10 yr gap --
3. NJ Endovascular & Amputation Prevention LLC
 4. Queens Endovascular & Amputation Prevention LLC



VAC – what went wrong

- Not sufficiently viable – became a divested interest during downsizing for private equity discussion
- Undercompensated
- Differences in philosophy with physician owner regarding practice mandates
- Capital Account became captive to spend down on rent



Manhattan Interventional Radiology -- Oops

- JV with Manhattan Diagnostic Radiology, a “well established” mature independent diagnostic group
- “WE NOW OFFER “ model – didn’t work
- Didn’t realize that MDR was in decline
- Hired physician who felt it was “not her job” to do practice outreach and development
- BIOPSIES killed us!!!
- Direct attach by nearby [IR] academic program chair

- Lost nearly \$750,000 !!!!!!!!!!!!!



So why try again?

Relationships with hospital base increasingly uncertain
(contracted physician group on 3 yr terms)

Goals:

Diversify our revenue base

Monetize practice

Create exit strategy





American Endovascular & Amputation Prevention LLC

Partnered with Health Care Manager with proven expertise and track record in developing office based practices

- Prior successful > \$150M exit
- Access to VC/PE
- Management, development and marketing team in place
- Shared ownership in primary center, sweat equity in 2nd, ability to invest in future
- Opportunity for small share position in parent company



Selling points

1. No initial financial risk!!!
2. Multicenter, multistate multiplier 10-12x
(Single independent practice multiplier 3-4x)
3. Know-how and access to PE
4. Finally, “our” practice !!!

Learning points

Start small (rental space)
Commit to marketing spend
Don't overextend



Opportunity to create unique environment

Retail

Wholesale

Transactional

Clinical

Academic

Singular

Programmatic

