

The Eye Associates, Clemson Eye and Piedmont Surgery Center Join Eye Health America with Investment from LLR Partners

Seasoned eye care operator Rod Roeser teams up with LLR to form Eye Health America to support the growth of leading eye care practices and ambulatory surgery centers

Atlanta, GA – March 21, 2018 – [LLR Partners](#) today announced the formation of [Eye Health America](#), a practice management services organization established to support the expansion of leading eye care practices in the Southeastern U.S. through both organic growth and acquisition initiatives, while institutionalizing superior administrative capabilities and delivery of care. As part of the initial formation, Eye Health America also announced the acquisition of [The Eye Associates](#), [Clemson Eye](#) and [Piedmont Surgery Center](#), leading providers of advanced eye care and ambulatory surgery services.

[Rod Roeser](#), an industry executive with more than 20 years of experience leading and integrating eye care practices, will serve as CEO of Eye Health America. Roeser was most recently CEO of Thomas Eye Group in Atlanta. He previously served as CEO of Horizon Eye Care in Charlotte, NC, and prior to that as President & Chief Administrative Officer of Cincinnati Eye Institute.

The Eye Associates is a premier eye care practice in West Florida with six locations, including its main location in Bradenton, FL, and an ASC. Clemson Eye has been a leading provider of eye health in upstate South Carolina for the past 40 years, providing comprehensive medical and surgical eye care, LASIK, optical and aesthetics services at its four locations. Piedmont Surgery Center is an AAAHC-accredited ambulatory surgery center providing ophthalmology, pain and ENT services in Greenville, SC.

“I am excited to launch Eye Health America in partnership with LLR and leading-edge organizations like The Eye Associates, Clemson Eye and Piedmont Surgery Center,” said Roeser. “As a combined force, we have the unique opportunity to not only expand each practice’s geographic footprint, increase their patient volumes and drive utilization, but also enable physicians to thrive in a value-based environment.”

As part of Eye Health America, The Eye Associates, Clemson Eye and Piedmont Surgery Center gain access to additional management resources, administrative best practices, health system relationships and best-in-class technology, enabling their physicians to focus on patient care while strengthening both personal and professional opportunities for growth. Eye Health America will also support the expansion of its members’ service offerings in areas like contact lens, optical and LASIK.

“We decided to partner with Eye Health America for their expert knowledge and support, and we look forward to expanding our range of services and convenient locations,” said John Swencki, President of The Eye Associates, which has worked to bring world class physicians and eye care to the West Florida market since 1980. “Our existing management team, staff and doctors will continue to serve our patients with the same quality of comprehensive eye care that they have come to expect.”

“We have a strong brand and loyal patient base in the Greenville area, but as we look to expand our reach and services, teaming up with Rod and LLR was the right next step in our growth strategy,” said Mary Lou Parisi, CEO at Clemson Eye. “Their expertise in healthcare services and collaborative approach to working with physicians signaled that this would be a value-added partnership for our organization from the beginning.”

The Eye Associates, Clemson Eye and Piedmont Surgery Center will continue to operate under their current brands and patients will experience uninterrupted service, while seeing additional support and resources for enhanced care.

“We are excited to invest in Eye Health America and partner with leading eye care practices known for the highest standards of clinical care and patient satisfaction,” said Sasank Aleti, Principal at LLR Partners. “As the market continues to consolidate, EHA aims to be the partner of choice to like-minded practices throughout the region seeking to accelerate growth and bring best in class care to patients.”

About Eye Health America

EHA is an eye care practice management company headquartered in Atlanta, GA. Our member practices are primarily located in the Southeastern part of the U.S. and offer full-service eye care from routine eye exams, contact lenses and glasses to medical ophthalmology and surgery including cataract, cornea, retina, glaucoma, pediatrics and oculoplastics. To learn more, visit www.eyehealthamerica.com.

About LLR Partners

LLR Partners is a lower middle market private equity firm committed to creating long-term value by growing our portfolio companies. We invest in a targeted set of industries, with a focus on technology and services businesses. Founded in 1999 and with more than \$3 billion raised across five funds, LLR is a flexible provider of capital for growth, recapitalizations and buyouts. For more information about LLR, visit our website at www.llrpartners.com.

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