



## **Health and Eye Care Industry Leader Philip Isham Joins Eye Health America as Chief Development Officer**

ATLANTA, GA – June 14, 2018 – Eye Health America (EHA), the leader in full-service eye care, has announced that Philip Isham, long-time healthcare, eye care and pharmaceuticals industry executive and strategic consultant, has joined the company’s leadership team as Chief Development Officer. Mr. Isham will be responsible for business development strategy formulation and execution to achieve the organization’s aggressive growth target for 2018 and beyond.

“The eye care industry is changing at a rapid pace, with many private equity firms establishing platforms and consolidating in their markets,” said Rod Roeser, CEO of Eye Health America. “With Philip’s long-standing industry expertise, EHA is well-positioned to capitalize on these investment opportunities while at the same time helping our member practices navigate the changes to our industry.”

According to the National Eye Institute, the estimated number of people affected by the most common eye diseases will double between 2010 and 2050.<sup>1</sup> EHA partners with eye care practices and ambulatory surgery centers across the Southeast U.S. to help them meet this growing patient need, while delivering superior eye care. EHA provides financial support, management and administrative resources and business insights to ensure member practices can meet strategic growth and business management metrics that ultimately support the highest quality patient care.

“Eye Care providers are seeking new and innovative approaches for successfully leading and operating their practice in today’s highly complex healthcare environment,” said Mr. Isham. “Government regulations, changing reimbursement trends, transition to value-based care and the need for new levels of business functionality and competency are examples of key trends driving this need. Eye Health America is bridging the gap between the demand for high-quality eye care and the needs of its member practices. I am thrilled to join EHA and work with our team to partner with practices and ambulatory surgical centers to help achieve the strategic business imperatives, furthering our collective mission to provide superior clinical and surgical care for patients across the United States.”

Over his career, Mr. Isham has been responsible for designing the strategic framework, recruiting, and successful leadership and execution of nationally based consulting programs, educational offerings, and the development of various new business initiatives in healthcare, including care coordination and value-based care strategies for eye care providers. He most recently served as Principal and Executive Consultant for ECP Advisor Group in Tampa, Florida, serving a national client base of eye care providers with business development and strategic consulting expertise. Mr. Isham’s previous healthcare experience includes executive team and management roles at Allergan, NCI and Merck.

---

<sup>1</sup> <https://nei.nih.gov/eyedata>



Mr. Isham holds a B.A. in Biology from the University of Texas at Austin. He is a member of American Society of Ophthalmic Administrators, the Outpatient Ophthalmic Surgery Society President's Council and serves on the Caribbean Eye Planning Committee. He is also a co-founder and board member of Northbay Christian Academy, Inc.

#### **About Eye Health America**

Eye Health America (EHA) is an eye care practice management company headquartered in Atlanta, Georgia, which partners with ophthalmology, optometry practices and ambulatory surgery centers across the Southeast U.S. to provide superior, best-in-class eye care. Member practices offer full-service eye care from routine eye exams, contact lenses, and glasses to medical ophthalmology and surgery including refractive cataract surgery, cornea, retina, glaucoma, pediatrics, oculoplastics, and more. To learn more, visit [www.eyehealthamerica.com](http://www.eyehealthamerica.com).