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Group

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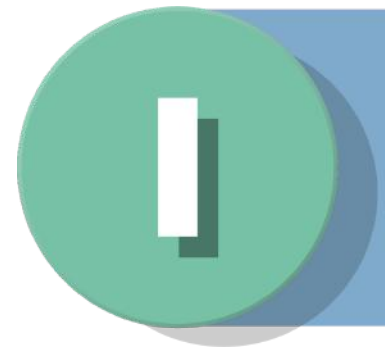
Playbook Series: Hiring Associate ODs

Is It Time To Hire an Associate Optometrist?

**The Six Benchmarks
That Will Help You
Determine When the
Timing Is Right.**

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Are you near or exceeding 90% booked?

- Calculate your total comprehensive exam slots and compare them to exams performed over a quarter or ideally a year.
- If you're consistently near 90% utilization, adding an associate can unlock revenue and improve patient access—not just relieve workload.
- **For the associate**, this also means immediate patient demand and the ability to build a strong schedule quickly.



Solo ODs typically max out around 90% utilization.

Beyond that, practices may lose 10–15% of potential revenue due to limited scheduling availability.





Do you operate more than one office as a solo OD?

- With limited clinical availability at each location, at least one office is operating below its revenue potential.
- An associate doctor unlocks growth using already paid for overhead and infrastructure.
- **For the associate**, this type of environment can provide the opportunity to develop their own patient following and clinical identity within the practice.



Solo ODs managing two or more locations typically generate 20–30% less revenue per office compared to multi-doctor practices.





Do you desire more time off and greater lifestyle flexibility?

- Vacations, CE, illness, or personal days directly impact production and the ability to meet fixed expenses.
- An associate protects revenue, patient service, and practice viability in the event of an unexpected or extended absence.
- **Both owner and associate** can maintain healthier schedules while continuing to grow the practice.



**Without an associate,
your time off reduces revenue
\$1,500 - \$3,000 a day.**



Are you preparing for an eventual exit or transition?

- Buyers and private equity groups value multi-doctor practices more highly.
- Adding an associate can be a strategic internal succession move – not just a staffing decision.
- **For the associate**, this can represent a pathway toward future partnership or ownership.



**Practices with 2+ doctors
typically sell for 25% - 40% more
than single-doctor practices.**





Do growth opportunities exceed your personal bandwidth?

- A solo OD owner is limited to 100% of their personal clinical capacity.
- An associate allows for expansion of bookings, services, specialty care, and locations ... and the time necessary to explore available growth opportunities.
- **For the associate**, the ability to build a thriving patient base and professional reputation increases with your expansion.



When supported by the right team, an additional location can add \$300,000–\$1,000,000 in annual revenue.





Do you want to transition from full-time clinician to practice leader?

- Long-term goal: CEO role vs. strictly clinical role.
- An associate creates the leverage to make the shift.
- **For the associate**, there is greater opportunity to become the “face of the practice.”



**Practices with associates
and strong leadership often
achieve 50–70% higher
practice value.**



If you answered “yes” to two or more of these questions, the timing may be right.

- **For owners**, the right associate can unlock growth, stability, lifestyle flexibility, and long-term value.
- **For the associate**, the right practice can provide mentorship, performance-based income growth, and the opportunity to build a meaningful career—or partnership/ownership within an established practice.



**Benchmarks—not stress relief—
should help you decide when hiring
an associate truly adds value.**

If you're considering hiring an associate— or you're an OD exploring the right practice to join — feel free to reach out for personalized guidance.

William Vincett, OD

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A Practical Playbook
for Hiring Associate
Optometrists

Want to follow this series as it rolls out?

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Next in the series ... "It's Time to Hire an Associate OD. Now What?"



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