



Acquios<sup>®</sup>  
ADVISORS

Overview of  
Services

## WHO WE ARE:

The Acquios Advisors Team is proud of our 150+ years of experience working in and assisting Private Practices. Prior to becoming Advisors for offices, each of our Advisors worked in private offices in various roles. We have experienced the challenges you face, and we have developed solutions to guide you to be successful. *We've been in your shoes.*

Our Advisors have been trusted to walk alongside over 1,500 offices. We assist in improving the bottom line, the quality your culture, and so much more. We know there are no 'cookie cutter' solutions for any office, each office has its own unique needs and goals. Our mission states, **"We listen with compassion and collaboratively develop and implement a plan to support you and your team. We deliver insight that inspires."**

## OUR TEAM:

### **Owners and Advisors**

#### **Rick Guinotte, CEO and Advisor**

Rick has worked with doctors in all aspects of their professional career, from opening their first locations who have gone on to quickly exceed revenue expectations. He has helped clients relocate, add associates, and develop exit strategies. He also gives presentations throughout the United States, Canada and beyond, sharing his insight and inspiring others.

Rick worked in the optometric field since 1989 – as a technician, optician, receptionist, manager, and as the territory director for 18 practice locations, \$13.5 million in revenue and 120 employees.

In 2009, Rick left his position with one of the world's leading frame manufacturers to become an advisor. Since then, he has worked with offices seeking growth and improved efficiencies, and he has helped people improve their team atmosphere, put systems in place to increase cash flow, and set goals for their practice locations. He is focused on helping his clients understand how to achieve and exceed the goals they have set.

Rick and his wife Debbie, have three children, Patrick has graduated with his JD/MBA degrees and is married, Meghan is in Optometry School, and Mackenzie is a student at UNO. He enjoys running and long walks.

#### **Tim Merrigan, President and Advisor**

Tim has worked in the optical industry since 1992. He has held various positions in both the corporate and private sectors of the optical industry. He has been responsible for managing as many as 29 offices, and he has overseen the development and implementation of a variety of operational processes and procedures.

In 2013, Tim left a private practice to become a consultant to help private practice optometrists. He has worked with more than 100 offices in the United States and Canada. Tim's areas of expertise include human resource management, staff training and development, employee retention, accounting, and budgeting, and adjusting cost of goods levels.

Tim has helped practices achieve success through financial controls, setting goals along with expectations and working with doctors on how to train and develop their team to meet those goals. "Everyone wants to be successful; we just sometimes need direction on how to get there," Tim explains.

Before getting into the Optical Industry, Tim spent three and a half years refereeing for the Harlem Globetrotters. He has called a basketball game in over 70 countries and all 50 states. He says the jump from officiating to optical was a no brainer because everyone knows that referees have great eyesight. "I have never missed a call, just ask me!" says the former referee.

Tim is the proud father of two beautiful daughters, Kaylee and Madison while also being a proud grandpa to Brady. In his spare time, Tim still enjoys officiating and trying to lower his golf score without using an eraser.

### **Kirk Kastens, Advisor**

Kirk has worked in the optical industry since 1998, holding positions in private care practice as an office coordinator, and then as an advisor to private optometric practices.

Kirk has been advising offices since 2005, working with more than 500 practices in the United States and Canada. Kirk shares his expertise in Human Resources, Marketing, Operations and Financial Management with private care practice owners and paraoptometric, in multi-practice training sessions, and through phone consultations. Kirk also travels throughout the United States and Canada for various speaking engagements, where he shares his knowledge with Optometrists and their teams.

In his advising role, Kirk covers the broad spectrum of practice development, from putting together a business plan that fits a doctor's goals to helping a staff member improve his or her ability to educate patients. His passion for the industry continues to grow as he works closely with practice owners and members of their team to establish key processes critical to long-term success.

Kirk and his wife Cindy have three children, Olivia, Katherine, and Jack. He enjoys watching their activities and family time. In his spare time, he enjoys golfing, running, and being outdoors.

### **Teresa Stancik, ABOC, Advisor**

Teresa Stancik is an enthusiastic, ABO Certified leader. She started her career in the optical industry in 2002 working for one of the largest optical retailers in the world. What started off as a part time position while attending Northern Illinois University, grew into a passion and life-long mission of helping people see their best. Her experience in the optical industry is multifaceted including store management and leadership, new store business development, and multi-unit field management where she supported fifteen retail locations in the Chicagoland area.

After spending nearly two decades working in the optical industry for multimillion dollar brands and startups, Teresa knows and understands what really drives the business – It is how well you connect with the heart of the people you are working with, whether that is your patients or your team, while communicating your understanding of their needs and goals.

Teresa has a consistent track record of achieving sales targets, profit, and regional growth objectives. She also has an excellent reputation for developing diverse, high performing teams that offer exceptional customer service and positively contribute to company initiatives.

Teresa and her husband Derek have one child, Gabriel. She loves spending time with her family, traveling, and considers herself to be an avid thrill seeker. She has been known to jump out of perfectly good airplanes (by choice!) and go scuba diving. She is always up for the next adventure and willing to try something new!

### **Scott Cline, Advisor**

Scott is a passionate, people-focused leader with over 25 years in customer service. He is a visionary manager with a long history of accomplishment within large organizations delivering superb strategic performance founded on fostering a positive employee morale while meeting sustained revenue growth objectives.

Scott joined the optical world eight years ago where he was able to incorporate all aspects of his background into one place, finding his true passion. Scott's time in the industry has been well rounded; working in sales, merchandising, training, Human Resources, management, and multi-unit leadership where he supported 25 teams throughout the United States.

Having worked with people for nearly three decades, Scott has recognized that people are what make the difference. Because of this he has a deep dedication to teaching others the importance of strong communication, training, and relationship building skills; knowing that this is the foundation for building and sustaining a successful business.

Scott is a results-focused leader who offers a track record of success in managing complete business operations. He has a strong background in driving sales, boosting revenue, influencing market share, implementing sales plans, and improving profitability. Scott excels in enhancing customer satisfaction, implementing marketing campaigns, performing quality control - contributing towards overall operational objectives. His skills in executing business strategies and identifying opportunities to improve business growth are well established.

Scott and his wife, Lisa, have three children, Gavyn, Aynslie and Eleanor. Scott loves doing anything that involves spending time with his family, including playing games, cooking, and watching movies. In his spare time Scott loves to read and tend to his small garden.

### **Kendall Guinotte, Client Account Specialist, Advisor**

Kendall joined Acquios Advisors in June 2018. She graduated from the University of Nebraska at Omaha with a degree in Business Administration, with an emphasis in Accounting. In August 2019, she became certified in QuickBooks Online. She enjoys applying her knowledge to helping our clients achieve success.

Kendall works closely with clients in all phases of their career. Kendall spends a great deal of time training client offices how to track key metrics using Acquios tools and guiding ODs on QBO processes and functionality. She is also a voice you will hear on calls. She enjoys analyzing financials, creating new tools that can be utilized by our team and our clients, and aiding in maintaining our Social Media presence.

Kendall and her husband, Patrick, enjoy watching movies, traveling, discovering craft breweries and spending time with friends and family.

### **Michelle Bogart, Advisor**

Michelle is a dedicated and passionate professional who continues to make a name for herself in the eye care industry. Born and raised in Missouri, Michelle graduated from Northwest Missouri State University with a degree in Advertising, and an emphasis in Marketing. During college, she began her journey within the eye care industry. Since then, she has gained extensive experience in retail, independent eye care, and optometric consulting.

Throughout her career, Michelle has held various roles with much of her experience focused on the aspects of leadership, marketing, training and development, billing and cash flow efficiency within the eye care practice. She has always had a growth mindset and is not afraid to support her team throughout change, making her a supportive and valuable team player. She enjoys analyzing current practices, identifying opportunities, and helping businesses create changes that allow them to work more efficiently and effectively, while providing excellent patient care. Her philosophy is to embrace change.

Michelle is married to her husband Ryan, and together they have a little girl named Emma and a doodle named Marly. They love spending time with family and friends, enjoying the outdoors, and traveling to new places. Michelle is a true inspiration to many, with her passion for her work and dedication to her family and community.

### **Ellie Rogers, Advisor**

Ellie has been in the optical industry for nearly 25 years and brings experience and expertise to the Acquios Advisors Team in all facets of the independent eye care industry. She has a strong focus in practice management, clinical operations, and all things related to optical and inventory management.

Her passion for the eye care industry has grown over the years and continues to grow as she assists clients in accomplishing their goals. She is focused and energetic about her continuation of helping others in this amazing industry. In the last six years, Ellie has shifted her focus to advising practices across the US and Canada. Her inspiring approach combines the seriousness of business with heart and humanity. She loves helping practices achieve their financial goals and their creation of a culture in their practice that people love to work for, and patients want to visit.

Ellie and her husband Chris are proud parents of two beautiful girls, Isabel and Abigail. They love spending time with their girls and their two dogs, Yadi and Cooper. They are living their best life, and you will often find them floating down a river, barbecuing, and watching movies or just hanging out together with friends and family.

### **Patrick Guinotte, Legal Advisor**

Patrick Guinotte attended the University of Nebraska at Omaha. He graduated with a double major in History and Economics. From there, he attended the University of Nebraska-Lincoln College of Law in pursuit of his Juris Doctor. During this time, he also completed his Master of Business Administration from the University of Nebraska-Lincoln.

Patrick is passionate about assisting clients in understanding and making informed decisions in their business. He is a licensed attorney who uses his extensive education to help clients review legal documents, consider legal ramifications of business decisions, and understand the intricacies of the intersection of business and law.

Patrick is married to Kendall Guinotte. They enjoy watching movies, traveling, exploring craft breweries, hiking, and spending time with family and friends.

## **Supporting Team**

### **Holly Fisher, Office Administrator**

Holly earned her Bachelor of Science from Northwest Missouri State University. She enjoys interacting with people which is proven in her past work experience including over 15 years in customer service. She has also worked on marketing aimed to help communicate the goals of the business she represented. She found her way to a Human Resource Management position where she was responsible for over 240 employees. She brings with her communication skills, a smile, and energy to help Acquios Advisors assist optometrists to be the best private practices for their patients.

Holly recently relocated to the city of Omaha where she enjoys reading, baking as if she is in the Great British Baking Show, traveling, exploring museums, and spending time with her friends as well as her cats and rescue dog.

### **Mackenzie Guinotte, Client Account Associate**

Mackenzie is an integral part of the Acquios Advisors Team, performing back-end tasks such as payment processing, Secret Shopper Calls, Website Evaluations, Market Analysis Reports, and more. She loves to learn new things, and she is thrilled to be a part of helping Private Practice Optometrists meet and exceed goals in their offices.

Mackenzie attends the University of Nebraska - Omaha, working toward a degree in Business Administration. She stays busy with her studies, her sorority, friends, and family.

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## **WHO WE WORK WITH:**

We work with Private Optometry Practices throughout the United States and beyond. We work with you - the owner - as well as the individuals in your office. We guide your team members to understand how they will make their career with you better, not only for themselves, but most importantly for the patient. When the service is better for your patients you see the results in increased revenues.

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## **WHAT WE DO:**

We discuss your concerns, thoughts and processes you are currently executing. We identify your opportunities, we assist you to improve efficiencies in your practice by developing your business plan which may include, but will not be limited to the following:

- Develop your Cash Flow Projection
- Identify your Breakeven Point
- Improve Patient Flow and Efficiency
- Track Key Metrics
- Increase Profitability
- Increase Receipts per Patient
- Increase Production and Efficiency in your Optical
- Improve Employee Relations
- Implement Human Resource Tools
- Conduct On-Site Visits
- Practice Valuations
- Develop and Execute a Marketing Plan
- Prepare and Guide for Bringing on an Associate
- Transition Planning
- ABO and COPE Approved Speaking
- Deliver multiple workshops per year
- Secret Shoppers and Website Evaluations
- Unlimited Access to Library of Recorded Presentations and Monthly Webinars

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## **TEAM DEVELOPMENT AND CULTURE**

Team development and culture is critical to every business. Acquios Advisors recognizes the value of your team, for this reason we work with you to create processes to increase team/owner communication. We guide you to develop the tools necessary to empower your team to work better with you and create a culture of employee ownership. By empowering those individuals within your organization with the collective feeling of ownership and the "WHY," the focus can be on your patient care.

### **Evolutions Workshop:**

**Human Resources:** Our Human Resources workshop focuses on Building Culture in the Practice. This training is two full days of interactive presentations, which are geared toward Doctors and Office Leaders. Attendees learn to select the right candidate, train and continue to develop your employees. This workshop guides and develops attendees to deliver productive interviews, motivate employees in a nurturing environment, and develop their skills to improve the office's operations. This will increase accountability, along with appreciation, which in return will increase employee retention.

**Optical Enhancement:** Our Optical Enhancement workshop focuses on Enhancing your Optical. This training is two full days of interactive presentations, which will benefit every member of the team, but is especially geared toward Optical Team Members. Attendees learn how to manage the Optical processes, through both Business

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Care and Patient Care. This aids in increasing revenue, patient retention and satisfaction, reducing costs of goods, and increasing net profit.

**Financial Training:** Our Financial Planning Training, titled, “The Report Card,” focuses on Tracking Statistics and Budgeting. This Presentation is an interactive workshop to benefit Owners and other members of the team who make decisions regarding financials. Attendees learn why we track statistics and keep a budget, how we do these things, what we measure specifically, and how we can use this information to make our practice even better in every way.

**Living Your Mission – Enhancing the Patient Experience:** This training guides your entire team through establishing your Mission and Core Values which are then carried through to every aspect of Patient Care; from making the appointment, to the follow up call after the dispense of eyewear.

**Executive Management Program:** The Executive Management Program will be delivered by proven leaders with over 80 years of management experience who will empower Owning ODs, Managers, and Management Trainees, with skills to impact productivity, morale, team development, staff retention, and increase the success of your business. The course will cultivate effective leaders by teaching them to create and set goals, embrace proper communication, deliver constructive feedback, and inspire your team to the next level. Utilizing a unique mix of in-person, interactive online sessions, and monthly implementation meetings, attendees will execute what they learn. Your practice will see immediate results.

**Insurance & Billing:** We have developed the Insurance and Billing Workshop to provide you and your team with the knowledge to navigate the complexities of claims management within your practice. You and your team will leave with the fundamentals of insurance and billing in the optometric practice, understanding the entire life cycle of a claim, and the importance of accounts receivables management. We'll dive into the terminology, common diagnoses codes, common modifiers, and the top reasons for claims rejections and denials.

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## **CASH FLOW ANALYSIS**

**In order to manage it you must measure it.**

Our Tool gives you the ability to:

- project goals for your office
- measure production
- track accounts receivable
- manage expenses
- calculate the break-even point
- analyze the value of an Associate

To Summarize, we help you to get a more balanced paycheck each and every month.

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## WHAT WE HAVE EARNED AND WHAT WE HAVE LEARNED

With more than ten decades of combined experience, our team has earned the respect and confidence from clients who have come to appreciate the insight we deliver. We gain insight from every client we work with and share that knowledge with you. Change is not easy, we recognize that, we have walked many paths and are ready to assist you.

### TESTIMONIALS

**Dr. Joanne Gronquist, Optometrist**  
Santa Barbara, California

*Rick's been in the industry for a very, very long time. He used to work in optometry, so he's seen it all. He knows everything in the field when it comes to vendors, staff and different optometric companies – and he's worked with so many doctors across the nation for so long that I can go to him with any question and he has an answer for it, or he can get an answer for me every easily. He brings the nation's optometry experience to my practice. That's powerful.*

**Dr. Dirk Gray, Optometrist**  
McCook, Nebraska

*Rick is so personable and down to earth, but practical as well. He's helped us with the business side of our entire practice, using his past experience to provide us with good insight and feedback about everything from finance and budgeting to the products we sell. He's taken a vested interest in our future – you can tell he really cares and wants us to succeed. I appreciate both his extensive knowledge and his sincere approach.*

**Kristy Patterson, Office Manager**  
Panama City, Florida

*I have confidence that the Advisors at Acquios have our best interest in mind when they make recommendations. Because of their immense industry experience, combined with their high moral character, I know I can trust them to help us establish a game plan to deliver extraordinary patient care and grow our business at the same time.*

**Dr. Kayla Gaddis, Optometrist**  
McKinney, Texas

*Over the past year, I have had the privilege of working with Kirk as I start my own optometric practice. Kirk's mentoring and knowledge of the field have been instrumental in my growth over this first year. He is very professional and maintains a positive attitude in stressful situations. I get asked all the time about the one thing that I would recommend to someone starting their own practice, and the first word out of my mouth is always a good consultant. Kirk has helped me build the team, materials and confidence I needed to make my practice a success!*

**Dr. Misty Bauder, Optometrist**  
Westerville, Ohio

*I am so thankful that I chose to work with Acquios. As an upcoming new business owner, there have been so many questions and areas of the business that I honestly have had no knowledge about. Kirk and Rick have been incredible. They respond so fast, had the best financial terms of any I had seen, and have already helped me save so much money in the negotiations. The biggest thing that sets them apart for*



*me is how personable and kind they are. So many others I have talked with have been stuffy and intimidating and just made me feel inadequate. I have never felt anything but encouragement and support to my unending questions. It's a small business that truly seems to care about ME and MY practice and not just a financial venture for them. I feel like they are both my advising team, colleagues and friends. It is by far the best business decision I have made as I know it will continue to positively impact every aspect of my business in the future. I can't wait to see where this new venture leads!*

**Dr. Jason Holtom, Optometrist**  
Red Deer, Alberta

*Rick's philosophy matches up with our own, and his recommendations are time-tested and proven to produce results. He has so much experience with many different kinds of optometry offices and the problems they all face. Since we started working with him, we've made tremendous changes to our office and office culture. We've really taken off in the last 4 years, nearly doubling our annual sales to be in the top 5% for a single doctor's office. Our increase in gross has all been due to our consulting and ideas from Rick. We rely heavily on him for our marketing, business plan, day-to-day office procedures and communications. The best thing we ever did for our practice was to use Rick's consulting services.*

**Michael Farley, Practice Administrator**  
Radford, Virginia

*We had the great opportunity to work with Kirk Kastens on multiple levels as a cold start practice. He was phenomenal in strategizing our next step and developing a system to make us productive from the start. We received terrific help with budgeting, goal setting, hiring, and patient scheduling as we continued to grow. Kirk's extensive experience in "real world" private practice was a tremendous asset to help us turn a dream and a vision into a reality. We found it easy to communicate and relate our needs, which enabled us to put a plan in motion. We would definitely recommend Acquios to help with your current needs and your future growth. Top notch!*

**Sheila Hay, Office Manager**  
South Jordan, UT

*I feel like Acquios is always willing to listen, teach, offer corrections and ideas when needed, and they make it fun to learn.*

**Dr. Barry Frankel, Optometrist**  
Palm Springs, Florida

*I've worked with Rick [since 2009], and he truly understands our business. He gets it. We're trained as clinicians, but we need help with the business aspect of eye care. Rick is our coach, adviser and advocate. If you're thinking about working with Acquios, sign up. I know you'll be happy with your decision.*

**Dr. Karen LeBlanc, Optometrist**  
South Pittsburg, Tennessee

*Just wanted to tell you thank you. I would be way too nervous to make these big decisions and move forward without your business expertise. I can feel confident growing and moving forward because of you! Thank you. Have a great day!*

**Dr. Jeff Binstock, Optometrist**  
Redmond, Washington

*We would like to thank Rick and the entire team at Acquios Advisors for all their help during our practice transition. Over a year ago, my wife and I purchased an optometry practice. Rick and his team did an excellent job guiding us through the acquisition, hiring staff, and putting systems in place. In addition,*

*Rick was able to help us understand the financial side of the practice. They are consistent with their communication with us and are always available when needed. We highly recommend Acquios Advisors to anyone that is purchasing a practice or wants to take the steps to improve their existing practice!*

**Dr. Jason Hurley, Optometrist**

**Rigby, Idaho**

*Rick is definitely the real deal. He has been my advisor and friend for five years. With his efforts my staff realizes their true potential and work as a team to grow our practice. I now see my business through different eyes with his help. Thanks, Rick!*

**Dr. Taylor Little, Optometrist**

**Colorado Springs, Colorado**

*Thank you SO much for your quick work [on an Office Valuation]! Definitely exceeded expectations on quality and promptness of your work.*

**Dr. Amanda Smith, Optometrist**

**Lawrenceburg, Tennessee**

*Over the past year I have used Acquios Advisors to help me navigate a practice buyout. Everyone at Acquios was phenomenal. Rick was constantly there to offer me the guidance and support I needed during this time. I am a fairly recent graduate from optometry school, and taking the leap to practice owner was one that I really struggled with. Rick and the rest of the team ran detailed financials on the practice I was buying, and made me feel so much more comfortable moving ahead with the purchase. Not only did they help me complete the buyout, but they also helped with the transition. They walked me through everything from coming up with an employee handbook to having to fire an employee. Rick got to know me and my practice. I look to him not only as a trusted advisor, but also a friend. I would highly recommend Acquios Advisors to anyone looking for assistance in purchasing a practice or needing guidance in running their practice.*

**Dr. Laura Rosanova-Philipp, Optometrist**

**Palatine, IL**

*I highly recommend Acquios Advisors for private practice advising needs. The advisors are extremely knowledgeable and have many years of experience. They are always available to provide useful advice and feedback no matter how big or small the issue you are facing as a practice owner. I always feel better after speaking with Rick. He puts things into perspective, provides great guidance and recommendations that make sense for our situation. I appreciate everything he has done for our practice over the years and we will continue using Acquios Advisors for many more.*

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## REFERENCES

**Dr. Brandy Deckard**, Bloomington, IN; Phone number is (812) 332-2020

**Dr. Kevin Jones**, Pella, IA; Phone number is (641) 628-2023

**Dr. Jennifer DenHartog**, Des Moines, IA; Phone number is (515) 210-9900

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