



PRACTICE TRANSITIONS

CLIENT CASE STUDY

She Built a MedSpa, Then Designed Her Dream Exit

For Dr. M, a highly-respected injector in Central Texas, running a successful medspa wasn't just about clinical excellence – it was about creating an exceptional patient experience. After 11 years of building one of the region's most renowned aesthetic practices, she found herself increasingly drawn to the operational side of the business rather than day-to-day patient care.

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"I was interested in the operational aspects of running a Medspa," Dr. M explains. "Things like creating the perfect client experience, optimizing staff training, and developing systems that work."

This interest in operations, combined with a desire for new challenges, led her to begin planning for an eventual transition.

STRATEGIC PREPARATION

Rather than waiting until she was ready to exit entirely, Dr. M took a strategic approach. She gradually reduced her clinical hours while building up her team of providers. This careful staging process helped ensure the practice wasn't dependent on her for revenue generation – a key factor in maximizing value.

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"She was incredibly thoughtful about every aspect of the patient experience," notes Lauren Wheeler, Senior M&A Advisor at Practice Transitions Group. "From the aesthetic details like custom interior designs to innovative operational systems for seamless team communication – she built something special."

The practice's reputation spoke for itself:

- Hundreds of five-star online reviews
- Recognition as one of the top aesthetic practices in the region
- A strong team of providers with exceptional retention rates
- Innovative training programs that attracted talent from across the state

FINDING THE PERFECT PARTNER

When Dr. M decided to explore transition options, she knew she needed an advisor who could understand both the numbers and the intangible value she had created. Practice Transitions Group's comprehensive approach resonated with her desire for a guide through the complex process.

The market response exceeded expectations. PTG generated multiple competitive offers from leading aesthetic groups, ultimately receiving several formal proposals. However, finding the right cultural fit was just as important as maximizing value.

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"We weren't just looking for the highest bidder," Wheeler explains. "We needed a partner who would appreciate Dr. M's operational expertise and provide opportunities for growth beyond the practice."

A LIFE-CHANGING OUTCOME

The perfect match emerged in a national aesthetics platform that saw beyond just acquiring another successful practice. They recognized Dr. M's operational brilliance and offered her a leadership role as a Director of Operations – an opportunity that aligned perfectly with her interests and expertise.

The final deal structure included:

- Competitive practice valuation
- Above-market compensation package
- Significant operational leadership role
- Opportunity to impact practices nationwide

KEY LESSONS FOR PRACTICE OWNERS

This transaction highlights several important considerations for MedSpa owners contemplating a transition:

1. **Start Planning Early:** Reducing owner dependency while maintaining strong financials takes time but significantly impacts value
2. **Focus on Operations:** Strong systems and staff training create value beyond pure financials
3. **Build Your Team:** A capable practice manager and well-trained staff are crucial for both operations and eventual transition
4. **Consider Future Roles:** The right partner may offer opportunities beyond just an exit
5. **Find Expert Guidance:** Complex transitions require advisors who understand both the numbers and intangible value drivers
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THE PTG DIFFERENCE

Dr. M's transition presented unique challenges that required creative solutions. The PTG team's dedication to understanding every aspect of the business – from operational systems to financial details – proved crucial in achieving optimal outcomes.

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"Practice Transitions Group's whole team was professional and efficient," Dr. M shared after the transaction. "They are sincere, caring, and skilled individuals who guided what can be an incredibly overwhelming process."

This case study has been anonymized to protect client confidentiality. All figures and details have been approved for sharing.

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