

## Healthy Eyes Advantage Announces Acquisition of Professional Eye Care Associates of America (PECAA)

BOCA RATON, FL, July 29, 2021 - Healthy Eyes Advantage (HEA) announced today that it has acquired Professional Eye Care Associates of America (PECAA), expanding its commitment to the independent eye care channel and increasing the size of the community it serves to 12,000 independent eye care professionals (IECPs) across all 50 states. The acquisition was completed on July 27th, the financial terms of which were not disclosed.



PECAA was founded in Portland, Oregon, in 2006 by three independent optometrists. Over the past 15 years, the company has grown from a small, Northwest based organization to one of the nation's premier doctor alliance groups serving nearly 2,000 IECP members. By joining forces with HEA, the nation's largest community of independent eye care professionals, the combined companies are uniquely positioned to invest resources to help members leverage growth opportunities and thrive in an eye care landscape which has seen significant transformation.



Jim McGrann, Chairman and CEO, said, "The role of the independent eye care professional has never been more essential, and we're incredibly excited to bring together the two leading purchasing and business solutions partners dedicated to supporting the success of the independents we serve and the quality eye care they deliver. I applaud PECAA's strong legacy of building a collaborative IECP community and developing numerous tools and resources to help its members grow their practices. Together, we look forward to delivering expanded purchasing power, business management solutions, education and community to all HEA and PECAA members, and we invite IECPs who do not belong to either group to experience all the benefits of membership in our newly expanded organization."

"The leadership teams of HEA and PECAA are actively exploring avenues for drawing from the most highly valued of our respective program attributes to increase the benefits and value delivered to members of both organizations, details of which will be communicated in the weeks and months ahead," McGrann continued. "I would like to emphasize that existing members of both HEA and PECAA will continue to receive all the benefits they already enjoy as we look to enhance both programs."



Jamie Hughes, Senior Vice President and General Manager, stated, "The PECAA community continues to grow and thrive, and we are delighted to join forces with the like-minded HEA team whose passion for supporting IECPs equals ours. We are very enthusiastic about the added benefits this combination represents for our combined communities of members and strategic industry partners alike."

Lance Anderson, OD, Vice President of Strategic Initiatives and one of PECAA's founders, added his support, stating, "This combination provides both organizations with added scale and leverage to continue our shared mission of supporting and promoting the future of independent eye care by providing the resources needed for independents to be successful in their eye care businesses."



Both Hughes and Anderson will continue in their current roles with the new organization, as will all members of PECAA's leadership team.

Members of each organization may call HEA's Solutions Specialist team at 800.959.2020, Option 3, or PECAA's Member Services team at 503.670.9200 with any questions or to learn more. IECPs who are not current HEA or PECAA members are also encouraged to call to learn more about how HEA and PECAA can help take your eye care business to the next level.

### About Healthy Eyes Advantage

[Healthy Eyes Advantage](#), a portfolio company of Nautic Partners, is the next-generation platform for independent ECPs, delivering the most competitive vendor pricing and unique benefits to more than 10,000 independent eye care professionals nationwide. Based in Boca Raton, FL, and with a west coast service center in San Diego, CA, the company is dedicated to delivering solutions that simplify each IECP's unique pathway to success.

For more information, contact Stephanie Lucas, Executive Vice President and General Manager, Member Solutions, at 973.978.3538 or [slucas@hea2020.com](mailto:slucas@hea2020.com).

### About PECAA

[PECAA](#) is one of the nation's leading doctor alliance groups whose mission is to help propel member practices forward through best-in-class business resources. PECAA offers its members customized tools, progressive tactics, business advice, marketing support, education, vendor relationships and peer-to-peer camaraderie to help members attract more patients, improve their bottom line and build a flourishing business. Prior to its acquisition by HEA, PECAA was a portfolio company of Rev360.

For more information, contact Jamie Hughes, Senior Vice President and General Manager, at 503.670.9200 or [jamie@pecaa.com](mailto:jamie@pecaa.com).