

**TITLE** | Senior Consultant

**ABOUT** | Ms. Waddle joined BSM in 2008 and is based in Sacramento, Calif.

Prior to joining BSM, she served as regional vice president for a national refractive surgery center company, where she provided strategic leadership and operational oversight for refractive laser centers and mobile laser clients.

Ms. Waddle has more than 30 years of experience in the ophthalmic industry holding administrative, operational, and executive roles.



**AREAS OF EXPERTISE**

In her current role, Ms. Waddle provides ongoing support to ophthalmology practices. Her areas of expertise include:

- ✓ Strategic and organizational planning, including staff models and governance
- ✓ Practice succession planning
- ✓ Financial benchmarking and financial analysis
- ✓ Provider contracting and shareholder compensation
- ✓ Practice purchase or merger
- ✓ Practice valuation
- ✓ Operational assessment
- ✓ Practice leadership, including staff and management training
- ✓ Market analysis

**PROFESSIONAL ACHIEVEMENTS**

- ✓ Recurring columnist for [Administrative Eyecare](#) and [Ophthalmology Management](#) magazines
- ✓ Frequent contributor, speaker, and panelist for [ASOA](#) and [AAOE](#)
- ✓ Advisory board member to [Ophthalmic Outpatient Surgery Society \(OOSS\)](#) and Project manager for the [ASOAnalytics®](#) benchmarking database

**CREDENTIALS & CERTIFICATIONS**

- ✓ [Insights Discovery® Licensed Practitioner](#)

**EDUCATION**

- ✓ Master of Business Administration, California State University, Sacramento (CSUS)
- ✓ Bachelor of Arts, CSUS

**DID YOU KNOW?**

In her spare time, Maureen enjoys reading, vegetable gardening, walking her Australian Shepherd (Molly), boating, and spending time with her family.