



# ALPHA EON®

## ALPHA EON PARTNERS WITH PHYSICIAN CEO

**IRVINE, Calif., October 9th, 2014** – ALPHA EON® Corporation, a leader in lifestyle healthcare and a subsidiary of Strathspey Crown Holdings LLC, and SurgiVision® Consultants, Inc., a consulting firm contributing to the advancement of refractive surgery and ophthalmology through innovation and education, announced today a partnership to promote the Physician CEO™ program. The Physician CEO program is a new Certification Program at the Kellogg School of Management at Northwestern University that provides executive business training for physicians in the cash-pay sector of medicine.

The Physician CEO program will debut in January of 2015. Key areas of study include leadership, finance, strategy, operations and marketing. These areas of study are key elements to the long-term success and independence of any medical practice and especially those that offer the cash-pay services that ALPHA EON supports.

“I cannot think of a time that doctors have had to juggle more in order to stay ahead of the curve”, says Robert E. Grant, CEO of ALPHA EON. “Following extensive review regarding content and benefit for all ALPHA EON doctors, SurgiVision Consultants and ALPHA EON have decided to work together to extend and offer the program to the ShoutMD® community.”

According to Guy Kezirian, MD, MBA, FACS and President of SurgiVision Consultants, Inc., “The Physician CEO program was developed by SurgiVision Consultants Inc. in collaboration with the Kellogg School of Management at Northwestern University to meet the demand for business education, particularly targeting physicians who do not have the time to pursue a full MBA. The focus is on practice growth. ALPHA EON being the leader in the cash-pay space makes for a natural synergy with the Physician CEO program due to the cash-pay focus of this program.”

The Physician CEO program is a recognized Certificate Program at the Kellogg School of Management at Northwestern University. It will be offered over four sessions, largely over weekends to avoid time lost from practice, that are spaced approximately 10 weeks apart, starting in January and ending in September, 2015. In addition to a certificate from Kellogg School of Management, physicians will also earn Category 1 CME credits (Continuing Medical Education). Information and course registration may be found at [www.Physician-CEO.com](http://www.Physician-CEO.com).

“Education is power. I strongly believe that those that decide to invest the time into this program will find significant benefit to their practice health, strength and future. ALPHA EON is proud to partner with SurgiVision Consultants to benefit doctors and their practices,” said Robert E. Grant.

### **About ALPHA EON Corporation**

ALPHA EON Corporation is a lifestyle healthcare company committed to partnering with board-certified physicians to bring to market and develop highly innovative technologies and services that promote patient wellness, beauty and performance. Ensuring access to leading advancements in lifestyle healthcare, the company fosters deep relationships with leading specialty physicians so patients look their best, feel their best and know they are receiving the best in lifestyle healthcare. For more information, please visit [www.alphaeon.com](http://www.alphaeon.com).

## **About Strathspey Crown**

Strathspey Crown is a growth equity firm specializing in lifestyle healthcare. Strathspey Crown uniquely partners with board certified physician specialists to bring to market highly innovative technologies and services in the self-pay sector. The firm is founded in partnership with physician investors across key medical specialties including plastic surgery, ophthalmology, dermatology, dentistry and orthopedics. For more information, please visit [www.strathspeycrown.com](http://www.strathspeycrown.com).

## **About SurgiVision® Consultants, Inc.**

SurgiVision® Consultants, Inc. was founded in 1995 and is located in Scottsdale, Arizona with a mission to contribute to the advancement of refractive surgery and ophthalmology through innovation and education. Over the years, our consultants have fulfilled that purpose in many dimensions, such as: design and administration of many successful FDA projects, work with manufacturers to develop new product designs, provision of custom, cloud-based OEM software products to monitor the safe release of new products, development and administration of some of the largest privately held clinical registries for ophthalmic data, development and program direction for professional meetings, executive consulting to C-level executives, advising FDA and ANSI committees and collaboration with the Kellogg School of Management at Northwestern University. For more information, please visit [www.SurgiVision.com](http://www.SurgiVision.com)

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