A view towards next-level growth.
The path to clinical excellence and entrepreneurial success.

Leveraging Health Plus Management's track record of comprehensive management expertise, South Island Orthopedics has successfully transitioned from hospital-based to a physician-owned, multi-site practice with several medical specialties. And we're just getting started.

A well-established orthopedic practice.

Founded in 1969, SIO has a multi-decade heritage of providing quality patient care to communities in the "Five Towns" area of Long Island. Under the leadership of top orthopedic surgeon, Dr. Eric Freeman, the practice operated as a private practice until it became part of a large hospital system.

The Opportunity

Returning to private practice.

After enjoying a positive working relationship with the hospital, Dr. Freeman sought the freedom and independence to head up his practice once again. He saw the value of taking a more hands-on approach in the management and marketing of his practice, as he had done in the past.

With one location and a singular focus on the orthopedic space, Dr. Freeman’s practice had infinitely more room to grow. But that is a lengthy, costly and time-consuming task to take on alone.

It requires a significant amount of resources in order to grow quickly in the way of staff, services and locations. This kind of investment has the potential to take focus away from patients as well as other significant aspects of life and business.

“I missed being my own boss and running my own practice.”

DR. ERIC FREEMAN, OWNER, SOUTH ISLAND ORTHOPEDICS
Our Approach

The right combination of independence and support.

In joining Health Plus Management, Dr. Freeman has been able to retain his patient base and clinical autonomy while gaining the capital, strategic guidance and administrative support of our expert management team.

With access to the top-tier providers and physician-owners in our practice network, he has also engaged and collaborated with countless like-minded medical professionals.

Our levels of service:

- Strategic shifts in business operations
- On-site support and resource allocation
- IT support and implementation
- M&A and financial support
- Real-time KPI reporting and performance forecasting
- Brand development and exposure to new referral networks
- Assistance in expansion to new boroughs and securing prime locations

The Outcome

A view towards next-level growth.

As part of our growing network of musculoskeletal practices, SIO is in a continuous state of expansion. In just one year, we have successfully helped Dr. Freeman grow its footprint by adding satellite locations and acquiring another long-standing, respected practice, staff the offices with providers of diverse medical specialties, introduce PM&R and specialist orthopedic services, and ultimately, serve a wider patient network without sacrificing quality of care.

1. Practice Acquisition
2. New Service Lines
4. New Practice Sites

“Our transition has been seamless, exceeding our expectations, with an incredible attention to detail from the first day of service.”

DR. ERIC FREEMAN, OWNER
SOUTH ISLAND ORTHOPEDICS

3 to 10 Physicians in one year
Adding a location in a new area coming soon!
Physician autonomy. Impressive flexibility.

Health Plus Management provides extraordinary administrative support that Dr. Freeman and SIO need to attract quality physicians both young and established by allowing them to continue doing what they do best. Pairing physician autonomy with the infrastructure, financial capabilities, and operational oversight of Health Plus Management has been a game changer for SIO. With the capital to equip SIO with technology, qualified providers, and state-of-the-art facilities, Health Plus Management paves the way for SIO to also continue doing what they do best—focusing on providing quality patient care and running a successful clinical practice.

“It has been the best year of practice I’ve had in 20 years...the sky’s the limit.”

DR. ERIC FREEMAN, OWNER
SOUTH ISLAND ORTHOPEDICS

Dr. Freeman found flexibility in his partnership with Health Plus Management. With an individually tailored approach that fits the needs of SIO, Dr. Freeman has been able to focus on recruitment and expansion of his renowned practice. Within two years, he’s already brought in eight more high-profile providers to the practice, and has given his patients more access with both a North Shore and South Shore presence by acquiring OSALI—a prestigious, long-standing practice.

Complete care under one roof

In joining Health Plus Management, Dr. Freeman can provide patients a one-stop experience at a respected practice with an unrivaled orthopedic platform. Health Plus Management understands expansion, acquisition, and business development, making growth easier without sacrificing quality or the day-to-day needs of patients. With no need to send out for services externally, Dr. Freeman is able to centralize and achieve a high level of efficiency & compliance—even down to internal tech and device support from Health Plus Management.

“You’re getting the best of both worlds.”

DR. ERIC FREEMAN, OWNER
SOUTH ISLAND ORTHOPEDICS
COVID brought many challenges to the healthcare field

But with a focus on rapid compliance, sourcing proper PPE, and giving patients complete offerings all in a single safe environment without the need for external care, Dr. Freeman was able to provide patients a high level of essential services during the pandemic.

“Especially now during COVID, patients are ambivalent about going externally for care...here, I can vouch for the entirety of the experience.”

DR. ERIC FREEMAN, OWNER
SOUTH ISLAND ORTHOPEDICS

With the help of HPM, Dr. Freeman could vouch for the safety precautions in his controlled environment, which in turn provided his patients the peace of mind to continue care.

Prioritizing safety with an army mentality

In joining Health Plus Management, Dr. Freeman has access to the financial & managerial support of an institution-level network to provide his patients and staff with everything they need to administer expert-caliber care. Within a week of the advent of the COVID pandemic, his practice obtained everything it needed to keep themselves and their patients safe, including the latest state guidance and rapid sourcing of PPE. The quick and successful implementation of telemedicine platforms across locations added even more options for care in an uncertain time.

Dr. Freeman was also able to keep his employees whole during the pandemic, without the need for pay cuts or disruption of benefits.

It is this “army” mentality Health Plus Management embodies that gives physicians like Dr. Freeman the ability to center patient needs without simultaneously having to worry about the financial & managerial aspects of his practice that have hamstrung doctors’ offices around the country during COVID.

“The responsiveness is truly incredible.”

DR. ERIC FREEMAN, OWNER
SOUTH ISLAND ORTHOPEDICS

Ready to be next?
Contact us to learn how we can be a core resource for your own practice in its operation, evolution and growth.