Optometrist Who Sold to Private Equity Launches Doctor-to-Doctor Practice Marketplace

Framingham, Massachusetts Jul 30, 2026 (Issuewire.com) - PracticeAmerica gives independent physicians a seller-financed exit path -- no brokers, no PE, no upfront fees.

Joel Hayden, O.D. (NECO '92), a Massachusetts-based optometrist with more than 30 years in independent practice ownership, today announced the launch of PracticeAmerica LLC, a doctor-to-doctor practice transition marketplace designed to serve the independent physician practices that private equity consistently overlooks.

In 1993, Hayden purchased his own optometry practice as a new graduate using a seller-financed deal his father, Jack Hayden, engineered after banks declined the loan. The structure worked. Hayden built a 30-year independent career and ultimately sold his practice to a private equity-backed group in 2023, giving him firsthand experience on both sides of a practice transition.

PracticeAmerica operates as a transaction facilitator, not a broker, connecting physicians who want to sell their practices directly with qualified physician buyers. The platform charges a single 5 percent fee to the seller at closing, with no upfront costs and no fees of any kind charged to buyers.

"The deal that launched my career was seller-financed because the banks said no," said Hayden. "PracticeAmerica is built on that same idea, that doctors taking care of doctors is the most powerful deal structure in medicine. My father never got to see the marketplace his thinking inspired. Every transaction here carries his fingerprints."

The marketplace serves solo and small-group physicians in optometry, dentistry, primary care, podiatry, dermatology, and chiropractic who have historically had no structured, physician-first exit path, including practices that fall below private equity's acquisition threshold, and larger groups where associates want to buy in directly rather than sell to an outside platform.

PracticeAmerica includes valuation tools, a seller-financing educational guide, a promissory note template, and a Deal Health Report system designed to protect all parties through the repayment period. Sellers pay nothing until a deal closes. Buyers pay nothing at all.

"There are tens of thousands of independent practices owned by physicians over 55 who have no structured exit plan," Hayden said. "We built a marketplace specifically for that gap, and we built it doctor to doctor."

PracticeAmerica is currently accepting practice listings across all 50 states. The platform is live at practiceamerica.com.

About PracticeAmerica LLC

PracticeAmerica is a doctor-to-doctor practice transition marketplace serving independent physician practice owners. The platform facilitates seller-financed practice sales across optometry, dentistry, primary care, podiatry, dermatology, and chiropractic, charging a single 5% closing fee to sellers with no upfront costs and no buyer fees. PracticeAmerica was founded by Joel Hayden, O.D., NECO '92, a 30-year independent practice owner and practice transition veteran. Learn more at practiceamerica.com.

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