



AMERICAN SOCIETY OF  
PLASTIC SURGEONS



*Strathspey Crown*

## THE AMERICAN SOCIETY OF PLASTIC SURGEONS AND STRATHSPEY CROWN ANNOUNCE A STRATEGIC PARTNERSHIP THAT BENEFITS PLASTIC SURGERY PRACTICES

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**Arlington Heights, Ill. and Newport Beach, Calif.**— The American Society of Plastic Surgeons (ASPS), the largest plastic surgery specialty group in the world, the Society's wholly-owned subsidiary, Plastic Surgery Business Solutions, Inc. (PSBS), and Strathspey Crown Holdings LLC, a lifestyle healthcare growth equity firm, today announced they have signed a strategic partnership agreement designed to assist plastic surgeons.

"This partnership provides additional capital and expertise to ensure that we achieve the goals we have set for the first phase of our management services organization," said ASPS President Gregory R.D. Evans, who is also a member of the PSBS Board of Directors. "The tools and services being developed will focus on growing revenue and reducing costs for plastic surgeons, allowing them to prosper in private practice – and compete with the heavily marketed cosmetic surgery franchises."

The companies will jointly invest and work together on a number of programs, including:

- Group purchasing and licensing;
- Practice management services and tools;
- Co-marketing/public relations campaigns.

Pursuant to the strategic partnership agreement, ASPS will receive an equity investment in Strathspey Crown.

"The partnership with ASPS is a perfect fit for our business model," said Robert E. Grant, Chairman, Strathspey Crown. "We are excited to partner with ASPS to advance our unique vision: 'Of Doctors, For Patients.' Together, we will transform lifestyle healthcare by providing access to technologies and services focused on helping patients feel, look and live better."

### About ASPS

The American Society of Plastic Surgeons (ASPS) is the world's largest organization of board-certified plastic surgeons. Representing more than 7,000 Member Surgeons, the Society is recognized as a leading authority and information source on aesthetic and reconstructive plastic surgery. ASPS comprises more than 94 percent of all board-certified plastic surgeons in the United States. Founded in 1931, the Society represents physicians certified by The American Board of Plastic Surgery or The Royal College of Physicians and Surgeons of Canada. ASPS advances quality care to plastic surgery patients by encouraging high standards of training, ethics, physician practice and research in plastic surgery.

[www.PlasticSurgery.org](http://www.PlasticSurgery.org) | [www.facebook.com/PlasticSurgeryASPS](http://www.facebook.com/PlasticSurgeryASPS) | [www.twitter.com/ASPS\\_News](http://www.twitter.com/ASPS_News)

### About Strathspey Crown

Strathspey Crown is a growth equity firm specializing in lifestyle healthcare. Strathspey Crown uniquely partners with specialty physicians to commercialize highly innovative technologies and services in the self-pay sector that enhance patients' wellness, beauty and performance. The firm is founded in partnership with physician investors across three key medical specialties: Plastic Surgery, Ophthalmology, and Dermatology.

[www.strathspeycrown.com](http://www.strathspeycrown.com)

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