



Mike Crosby, MBA, CPA— Lifetime Achievement Award Recipient

Meet podiatry's expert on practice valuations and associate buy-ins.

BY JOHN V. GUILIANA, DPM, MS

Mike Crosby is the President of Provider Resources, LLC, a healthcare services firm providing consulting and brokerage services to the podiatric physician community. Mike has more than 30 years of experience in proven leadership with provider organizations, including hospitals, physicians and physicians' groups, and physician practice management companies. He is known nationwide as a trusted source of knowledge for the podiatric profession.

Mike works with physicians in evaluating operating concerns and providing solutions yielding a positive return and improved cash flow to accomplish the result with aligned goals and incentives. His strengths include strategic practice evaluation, evaluation of physician groups' operational issues with a focus on growth and profitability, practice sales, and brokerage arrangements serving as transaction consultant between buyer and seller. He also is an expert at associate buy-in, practice valuation, and evaluating tax and cash flow implications for both parties. Mr. Crosby received a Bachelor of Business Administration in Accounting from Belmont University and a Master's in Business



Mike Crosby

There have been those who have shaped the clinical foundation of our great profession to allow us to provide the best foot and ankle care to our society and those who have provided guidance that helped us financially succeed. Mike Crosby is undoubtedly one of the thought leaders on the latter.

Having known Mike for many years, seeing him receive this award is heartwarming. I have enjoyed sharing the stage with Mike numerous times. I have drafted articles and columns with him, delivered webinars, and enjoyed his company while speaking privately with our colleagues. Without fail, I have learned something every time.

Mike's broad knowledge of business management is accentuated by his keen insight into some of the unique strategies

“Mike’s broad knowledge of business management is accentuated by his keen insight into some of the unique strategies needed for podiatry.”—Guiliana

Administration at the Jack C. Massey Graduate School of Business. He is a certified public accountant and lives in Brentwood, TN.

needed for podiatry. He can express himself, often using his unique and humorous southern colloquialisms that clearly define his messages to

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listeners and place them at ease. He has helped elevate our profession, along with our great clinicians, surgeons, and scientists. It's a great pleasure and honor to be his friend and to see him join others in receiving *Podiatry Management's* Lifetime Achievement Award. Congratulations Mike!

Tributes

Alan L. Bass, DPM, CPC, Manalapan, New Jersey

When I heard that Mike Crosby is being given the *Podiatry Management* Lifetime Achievement Award and being elected to the *PM* Podiatry Hall of Fame, I was not surprised, and it should come as no surprise to those who know him. I have known Mike for almost 20 years and have great respect for him. There are few non-podiatrists who understand what it is like to do what we do. As a consultant and an expert who understands the value of podiatrists

Florida. The sale of my practice was facilitated by Mike Crosby.

I met Mike during my first term on the PICA board in the 1990s. Mike worked with PICA policyholders to evaluate practice worth. He came to my office to assist me in that process. As I'm sure you know, Mike is a very bright and congenial gentleman. From the start, I found him to be

practice and possibly the real estate for my office. He was simply fantastic every step of the way and made the process enjoyable!

He provided great communication as the interested parties made offers, through the acceptance of an offer, then shepherded me through the legal process. From start to closing, it was less than 5 months. I am

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Mike is the “go-to guy.” —Bass**

very trustworthy. I realize now that he made the process of retirement much easier than if I had tried to proceed on my own.

I'm very happy to hear that Mike is to be the recipient of the *Podiatry Management* Lifetime Achievement Award. I know Mike has been very helpful to many of my colleagues going through the end-of-practice

confident he acquired excellent value for my practice and the real estate, all-in-one package deal. Better than I had dared to imagine!

Mike made my retirement that much easier, and for that, I will always be grateful.

Timothy Grace, DPM, Puyallup, WA

Mike first helped me bring a new podiatrist into my practice. He made that a positive and pleasant experience. I was later forced to sell my practice due to an illness. Mike helped sell our practice expeditiously and again made it a pleasant experience. He was an absolute angel to us! We had a business experience but, in the process, made a friend. Mike is a professional but also a true gentleman.

**“What makes Mike so phenomenal to collaborate with
is his ability to look past the numbers
on a financial statement and really dig into a
practice holistically.”—Leardi**

and podiatry practices, Mike has become a valuable resource for those who need his expertise. Whether buying or selling a practice or moving an associate into a partnership role, Mike is the “go-to guy”. As a consultant, I have had the opportunity to work with Mike on several projects, and his wealth of knowledge is expansive. The podiatry profession is lucky to have someone like Mike Crosby in it. Mike, congratulations on your well-deserved honor!

Jerry Ferritto, Jr., DPM, Port Orange, Florida

I retired from my practice in Grove City, Ohio on December 31, 2020, and moved to Port Orange,

process. I'm very pleased with the respect we've had for each other over the last 25 years.

Gary L. Unsorfer, DPM, Medina, OH

I heard good things about Mike Crosby through the podiatry circles for quite some time.

When I was getting close to retirement and ready to sell my practice, I contacted him for a practice appraisal. He offered to do the appraisal for a very fair price. I really had no concrete idea of how to value my practice and in hindsight, it was a wise move on my part to have a professional do the evaluation. After the appraisal, I hired Mr. Crosby to act as a broker for my

John Leardi, Esq., Princeton, NJ

I've been working with Mike for almost 15 years in structuring and closing various podiatry-focused business transactions. What makes Mike so phenomenal to collaborate with is his ability to look past the numbers on a financial statement and really dig into a practice holistically when advising his clients on a wide range of topics—from the value of a practice to structuring provider compensation, to allocating resources to expansion. Mike also takes the time to listen to his clients (a lost art, of course). His advice to them is not only driven but what he sees, but also by what

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clients say—because structuring a deal to get what the client wants or needs are always at the forefront of his approach.

But Mike is not just a practice management hall-of-famer—he’s a hall-of-fame human. His easy-going demeanor and Tennessee twang make you immediately comfortable. And as you get to know him better, even in a professional capacity, his kindness, generosity, and thoughtfulness consistently shine through. I am fortunate to call him not only a colleague, but a friend as well.

Jonathan Moore DPM, MS, PhD,
Somerset, KY

Mike Crosby and I have known each other for over 20 years (the

“Mike knew my practice at one time better than I did, and he was always there for advice and help to get us through a rough patch.”—Moore

entirety of my podiatric career) and I undoubtedly have been blessed to call him my friend, advisor, and colleague. I don’t remember a segment of my career without Mike being involved in one role or another. I have leaned on Mike for at least half a dozen practice evaluations/acquisitions along with scores of buy-ins, contracts, and a host of other medical practice transactions. Mike knew my practice at one time better than I did, and he was always there for advice and help to get us through a rough patch.

Over those 20-plus years of working together, I knew I could always call Mike anytime, and almost every time I called, he would answer with that infectious friendly and quintessential deep southern accent.

I am blessed to call Mike my friend, not only because of his honesty, fairness, and integrity, but moreover because Mike was truly genuine. It’s an honor and privilege to still call Mike my friend and I can’t imagine anyone more deserving of this honor. **PM**



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