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American Family Care Expands Leadership Team to Fuel Growth Momentum

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Nation's Only Urgent Care Franchise Names Kurt Koptish as President, Michael Casey as Chief Development Officer, Nicole Strothman as Chief Legal Officer, and Sean Mercado as Head of Managed Care

BIRMINGHAM, Ala. -- American Family Care (AFC), the nation's leading provider of urgent care with more than 400 walk-in clinics across the United States, is expanding its leadership team with the addition of four seasoned executives. Kurt Koptish has been named President, Michael Casey joins as Chief Development Officer, Nicole Strothman has been appointed Chief Legal Officer, and Sean Mercado takes on the role of Head of Managed Care.

Together, these leaders bring decades of experience across healthcare operations, development, compliance, and managed care - supporting AFC's continued growth and commitment to accessible, high-quality healthcare.

"With the addition of Kurt, Michael, Nicole, and Sean, we're continuing to build one of the most experienced and capable leadership teams in the industry," said Jeremy Morgan, CEO of American Family Care. "Each of them brings a unique perspective and deep expertise that will strengthen our operational foundation and help us deliver even greater support to our franchisees, patients, and partners nationwide as we continue to blaze a trail in the urgent care industry."

Kurt Koptish – President

Kurt Koptish steps into the role of President after leading behavioral health and specialty care organizations through major periods of growth and transformation. Most recently, he served as CEO of MIND 24-7, a mental healthcare provider. His career also includes leadership at Eating Recovery Center Pathlight and nearly a decade at DaVita Inc., where he managed operations for more than 130 dialysis clinics and \$320 million in revenue.

Koptish brings a unique perspective with medical operations experience in the U.S. Army and an MBA from the Harvard Business School. He's recognized for driving large-scale expansion for multi-unit organizations.

"AFC has a powerful mission, and I couldn't be more excited to join. We have an incredible opportunity for growth and innovation to support our franchise owners and deliver care that truly makes a difference in people's lives," said Koptish.

Michael Casey – Chief Development Officer

With more than 20 years of development and real estate experience, Michael Casey is known for accelerating growth for national brands. Casey comes to AFC from SPB Hospitality, leading expansion for their over 570-unit restaurant portfolio that included Krystal, Logan's Roadhouse, and J. Alexander's. He also spearheaded development at Ideal Image, Jackson Hewitt, and Chase Bank, where his strategies consistently delivered strong ROI, innovative design, and operational efficiency.

Casey, who holds an MBA from Columbia University, is known for building world-class teams and data-

driven growth strategies.

"I'm thrilled for the chance to lead sustainable growth initiatives for AFC and make sure our clinics are well-positioned to serve patients nationwide for years to come," said Casey.

Nicole Strothman – Chief Legal Officer

Nicole Strothman joins AFC with more than two decades of experience in legal and compliance leadership within the private equity and healthcare sectors. She has served as General Counsel and Chief Legal Officer for several high-growth health and wellness companies, guiding organizations through complex mergers, acquisitions, and regulatory environments. Strothman has overseen more than \$2 billion in transactions and authored over 10 state laws governing medical spas. She holds both her JD and MBA.

"Healthcare is complex and heavily regulated. I look forward to collaborating with the executive team and helping AFC grow responsibly with integrity," said Strothman.

Sean Mercado – Head of Managed Care

In this pivotal role, Sean Mercado will lead AFC's national payor relationships, advance value-based care agreements, and strengthen strategic partnerships that reinforce AFC's position as the urgent care provider of choice.

Mercado brings exceptional institutional knowledge and a proven track record of orchestrating sophisticated managed care strategies. His expertise will be instrumental in bolstering AFC's national network, aligning payor strategies with the company's growth vision, and optimizing value-based care models that benefit patients, providers, and payor partners alike.

"AFC's footprint and mission create a powerful platform to reshape how urgent care fits into the broader healthcare ecosystem," said Mercado. "I'm excited to help deepen our relationships with national payors and advance value-based partnerships that put patients first."

AFC operates more than 400 clinics across the United States, serving millions of patients each year. The clinics provide urgent care, primary care, express lab testing, X-ray diagnostics, and vaccinations.

About American Family Care

Founded in 1982, American Family Care (AFC) pioneered the concept of convenient and effective urgent care services, delivered through a nationwide network of more than 400 walk-in clinics. Today, AFC is the nation's largest provider of urgent care, generating more than \$1 billion in system-wide sales annually, with 3,500 highly trained healthcare professionals treating over 4 million patients each year. AFC continues to be a leader in accessible healthcare, providing treatments for flu, allergies, and everyday injuries, along with a comprehensive range of lab tests, x-rays, and occupational medicine services. Ranked #47 on the Entrepreneur® Franchise 500, AFC is one of the most admired brands in urgent care and franchising. For more information, visit americanfamilycare.com.