



Insurance Isn't Everything

It Should Not Be What Drives Your Practice

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Our practice provides the highest quality customer service enabling us to be profitable.

OR

Our practice is profitable allowing us the time to give quality patient care.

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Setting the Tone

- The phone rings, the first question to the patient is?
 - My referral for a friend

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What is the Future of Optometry?

- Doctor in the Box
- Corporate Consolidation
- On Line Care
- Niche Marketing

- What are you willing to give up to get?

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The choices you make

- Continuing Education
- Vendors
- Buying groups
- Restaurants
- Shoes
- Travel
- Cars
- Clothing
- Groceries

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What's the financial goal of your practice?

- \$1,000,000* + (5% of doctors)
- \$750,000 (20-25%)
- \$500,000
- One word to describe your practice?
 - Prove it

*Average revenue generated per exam \$300

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How do you get there?



- Plan

- Differentiate for the patient

- Staff



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Staff Goals



- Appointment book
 - Exams per hour
 - How many eye exam available per week?
 - Goal for front desk team



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Staff Goals



- Clinical – Assistant/ Technician
 - Career – Accredited - Replaceable
 - Speed
 - Quality
 - Practice builder
 - Education
 - Who's time is billed at a higher rate?
 - How can you integrate staff



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Staff Goal



- Optician
 - First question usually is:

 - How about these as lead in?
 - What's most important to you?



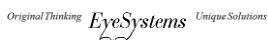
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Conclusion



- What do you want your practice to be?
 - Money, Peace of Mind, Market Domination

- Have you created that foundation?
 - Where are you located?
 - Who's on your team?
 - Why can you achieve it?



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