

2022 GWCO Congress



Insurance Isn't Everything

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Statement of Disclosure

Myself and my partner/spouse have no commercial or financial conflicts.

GWCO requires that you list all relationships within the last twelve months that you or your Spouse/Partner have had with a commercial interest, including pharmaceutical or device manufacturers, and/or clinical trials. This disclosure will be reviewed for any potential conflicts of interest.

"Relationship" means employee, grants/research support recipient, board member, advisor or review panel member, consultant, independent contractor, stock shareholder (excluding mutual funds), speakers' bureau, honorarium or royalty recipient, holder of intellectual property rights, or other.

"Commercial Interest" is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

"Relevant" financial relationships are financial relationships in any amount occurring within the past 12 months that create a conflict of interest.

Course Description:

Quality eyecare should always win over price. But these days, it's harder to argue with frugality; however, with information and knowledge, proper eye care will fall in the "quality" category. This course will help you prepare how to differentiate your practice services and products from the herd. Once you learn these skills, the patient will walk away from your practice feeling as though they now know more about the importance of quality and eye care. And they will.

Learning Objective:

After completing this course, attendees will:

- ✓ Understand their fiscal responsibility in communicating with patients
- ✓ Direct the information to what will stimulate the right decision, beyond price
- ✓ Learn to educate the patient to better understand their vision options not insurance coverage
- ✓ Understand how to explain what is best for the patient visually not monetarily

EyeSystems



Insurance Isn't Everything

It Should Not Be What Drives Your Practice

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.

Setting the Tone



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

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?

The choices you make

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



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



How do you get there?

- Plan
 - Want someone else to tell you your plan?
- Differentiate for the patient
 - Technology – invest
 - Quality – communicate (Verizon)
 - Connection - how
- Staff
 - Who do you hire – Driver, Leader, Facilitator, Helper
 - North, South, East or West
 - How do you train – Tell them? Teach them?



Staff Goals

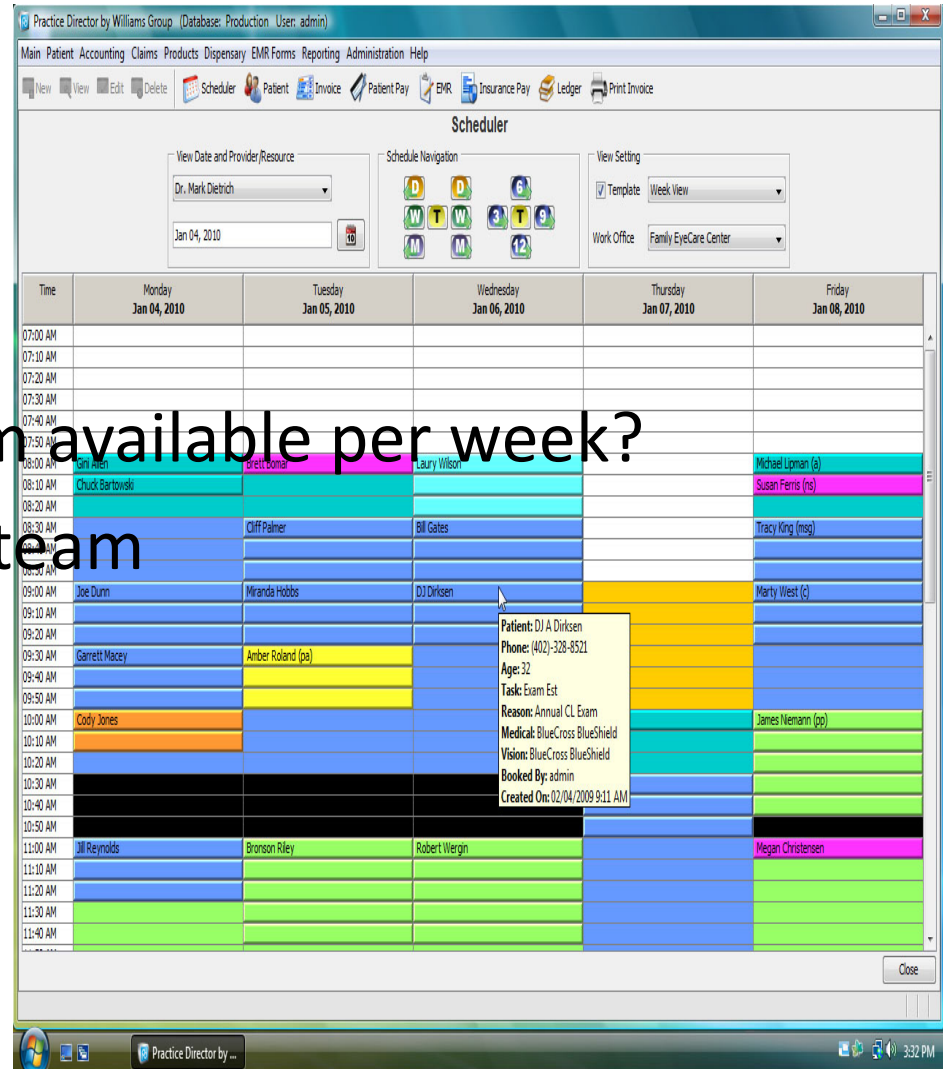
- Appointment book

- Exams per hour

- How many eye exams available per week?

- Goal for front desk team

- Educate patients!
 - Motivation
 - Reward



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?

Staff Goal

- Optician
 - First question usually is:
 - Do you know (want to see) what your insurance covers?
 - How about these as lead in?
 - What's most important to you?
 - Your vision
 - Technology
 - Fashion
 - Price
 - Comfort
 - Uniqueness
 - Quality



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?

