Why the Doctor Should Care?

- Establishes practice as a one-stop shop.
- Ensures quality and service.
- Increases patient loyalty and retention.
- Provides added income to the business.

Questions for the Doctor

- What peaked your interest in optical?
- How have you improved interaction with optical?
- How have you improved interaction with patients?
- What improvements have you identified?
- How has this influenced the other doctors?
- What has been the financial impact?
A family member joined the practice with oversight of the optical.

Restructured personal practice that is dedicated to routine and general patients.

We are in the "Glasses Selling Business!"

What Peaked Your Interest in Optical?

How Have You Improved Interaction with Optical?

- Attend optical staff monthly meetings.
- Communicate the importance of optical as an integral part of the practice’s success.
- Develop an open door policy for questions.
- Recognize SUCCESSES!

How Have You Improved Interaction with Patients?

- Technician reviews identified optical needs or concerns.
- Physically inspect the glasses during the exam.
- Provide clear instructions to the patient regarding the need for new eyewear.
- Credential optical staff by communicating their high level of expertise.
What Improvements Have You Identified?

- Relationships and support between clinic and optical has improved.
- Technicians are bettered versed in optical services resulting in a more seamless referral process.
- Sales and profits have increased dramatically!

How Has This Influenced the Other Doctors?

- They witness my dedication to optical.
- My expectations for referrals to optical are very clear and defined!

What Has Been the Financial Impact?

- Net Collections: +21%
- Profit Ratio: +12%
Concentrate on what you’re good at ...
Helping patients see better!

Encourage and support each other.

If you have an optical ...
Be proud of it and promote it!

Additional Thoughts?

Contributing Factors to Success

Operational Improvements

- New optical manager.
- Inventory management strategy in place.
- Accounts Receivables assessed monthly.
- Monthly statement reconciliation processes are very thorough.
- Continuous staff training to improve service and reduce errors.

In Conclusion…

Actions speak louder than words

Doctor participation and dedication to the optical business will result in increased profits, and more importantly, greater patient satisfaction!