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201 Secrets of a High-Performance Optometric Practice (Paperback)

By Bob Levoy

Createspace, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.This one-of-a-kind compilation presents 201 easy-to-read, ready-to-use strategies for creating a highly professional, productive and profitable optometric practice. Inside you ll discover: 35 ways to differentiate your practice in substantial and sustainable ways to give you an edge in today s highly-competitive and cost-conscious environment. 22 do s and don ts of setting, raising, and discounting fees from practitioners who learned the hard way about the impact that changes in fees have on profitability. Methods for attracting more private pay patients reducing dependence on managed care and the stress of a high-volume, time-pressured schedule. 24 savvy networking strategies designed to produce a stream of referrals from primary care physicians, pediatricians, ophthalmologists, teachers, school nurses, physical therapists, pharmacists, psychologists and others. Hard learned lessons from leading practices throughout the country that reveal opportunities for revenue enhancement and tremendous practice growth. A chapter on market research that illustrates how patients, staff members and referring physicians view a practice, its policies, procedures, and personnel to help optometrists understand what they re doing right and the blind spots that exist in every...



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