Slide 1

MY FAVORITE PRACTICE MANAGEMENT PEARL

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Slide 2

Disclosures

- CooperVision, Speaker (Bynum)
- LKC Technologies, Consultant (Bynum)
- IntegraLifeSciences, Consultant (Bynum)

- All financial disclosures have been mitigated.

Slide 3

STAFF MANAGEMENT

HIRING

TEAM MEETINGS/RETREAT

BONUS: WHAT MOTIVATES YOUR PEOPLE?

Slide 4

Key Performance Indicators

You cannot change what you do not measure!

Total Revenue
Revenue/Patient
Retinal Screenings
Optical Sales
Contact Lens Annual Supplies

Slide 5

Networking

OD/MD Collaboration

Community Outreach

Education
    Schools
    Civic Organizations
    Peers (Continuing Education)
    Senior Citizen Groups

Slide 6

Scheduling Patients

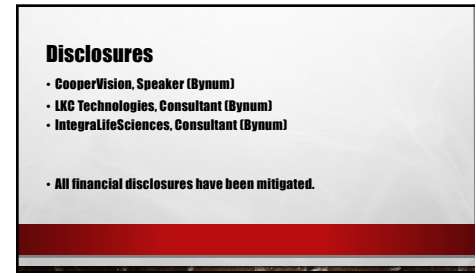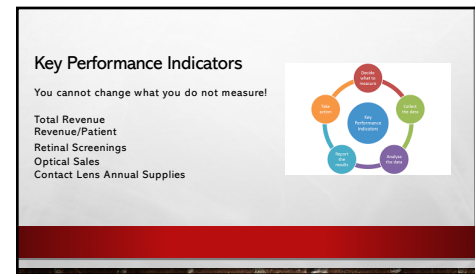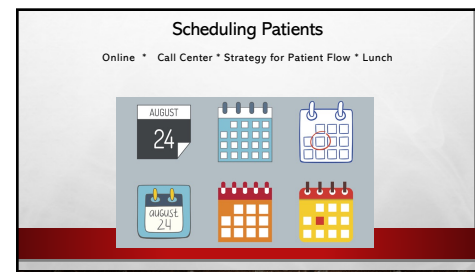Online   *   Call Center * Strategy for Patient Flow * Lunch

Recommendations from the "Chair"

Optical
    "The Handoff"

Medical
    Return to Clinic and "WHY"
    Product Recommendations

7

After Hours Care

Emergency Care
    Modes of communication: text, voicemail, on-call service

Legal Obligations

Building a Practice

Hospital Privileges

8

Fantastic Finish

The "THANK YOU"

Delivery

Follow-up:
- text
- handwritten notes

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