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- Watch your patient's and discuss at every visit
- Discuss cleaning and solutions
- Discuss complications and what to avoid
- Upon removal insert a couple of drops of saline to loosen lens, push up with lower lid



Poll #5 • What do you feel is your biggest threat in optometry? a. Market consolidation b. Online retailers c. Competing with cost of goods and services d. Vision plan reimbursements e. Vision plans competing for patients

Profitability Pearls

- Be up front with the process
- Stay organized with warranties and patient follow up evaluations
- Track what is billed and what is collected it might surprise you
- Charge for your expertise
- Get your staff involved... Your excitement is their motivation
- Sell what you recommend



Staff Meeting- they want to know where you were and what you learned 1 year plan broken into 90 day focused sessions Education- Submit Fellowship Fee structure, staff training Website, brochures, welcome kits Community outreach



