

Learn the Secrets of Top-Performing Practices at the Business of Eye Care Forum



HOYA

- Learn how solo ODs have grown their practices to generate \$1.8 million annually!
- Learn to harness the power of referrals and earn unshakable patient loyalty!
- Learn how you can gross \$800k... working just 3 days a week!
- Learn the surest way to add \$100k to your bottom line!



The Business of Eye Care Forum

ABO approved
and COPE accredited

A day of Discovery for Eye Care Professionals and Staff

General Event Information:

Registration begins at 8:00 am
Program begins at 9:00 am

Register online today at
www.cleinman.com or by
calling **1-800-331-5536**

“ Great
information
and motivation
for the entire
staff! This gets
everyone on
the same page.”

Sean McBride, O.D.

Discover

- Revenue opportunities in your existing patients
- The power of the “education sale”
- Methods for effective staff meetings
- Deal making strategies



Cleinman Performance Partner
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Tel: 800 - 331- 5536 • Fax: 607-431-1093 • www.cleinman.com

“The most educational seminar I have ever attended.”

Maria, Eye Physicians Medical Group

Time well spent. We should do something like this regularly. Good staff incentive.

Suzanne Boas, O.D.

It's the booster on the rocket that sends you forward toward a better practice!

Barbara, Family Optometry””

Creating the WOW! Patient Experience

(Staff)

ABO approved 1 CE

“Wowed” patients build the practice for you! Learn how to develop word-of-mouth referrals, create a positive public perception, and discover surefire ways to nurture patient loyalty. Staff members evaluate their communication styles and consider ways to improve the patient experience.

Secrets of High Performing Practices

(Practices Owners and Staff)

COPE accredited 2 CEs – PM

Can you envision your practice five years from now? What about ten years? Learn powerful ways to set your goals, develop your resources, prioritize and ultimately surpass your own expectations! In this highly motivational and insightful program, Cleinman Performance Partners consultants reveal the leadership qualities and methods that enable high performing practices' to get that way... and stay there.

Getting Stuff Done

(Practice Owners and Staff)

ABO approved 1 CE

How does your team move from a long to-do list of great ideas to successful implementation? Managing a successful practice that provides high quality eye care service takes clear direction and teamwork. Don't wait for it to happen! Learn to initiate a process that everyone can follow with concrete steps and measurable conclusions. Learn how the experts do it!

The Art of the Deal

Practice Transitions and Associate Relationships

(Practice Owners)

COPE accredited 2 CEs – PM

Based on more than 30 years experience and hundreds of business transactions within the eye care community, Al Cleinman outlines astute methods for transitioning into your next phase of practice. Whether you're preparing for retirement, ownership or bringing on associates, learn what to seek and what to avoid. Essential for owners and employed OD's.

HOYA Attend four amazing practice development seminars as a guest of **HOYA Vision Care!** As the sole sponsor of this event, HOYA Vision Care and your local HOYA representative are underwriting the Business of Eyecare Forum enrollment fee of \$195 for practice owners and \$95 for staff members. Lunch and snacks are included.

Register today at www.cleinman.com



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