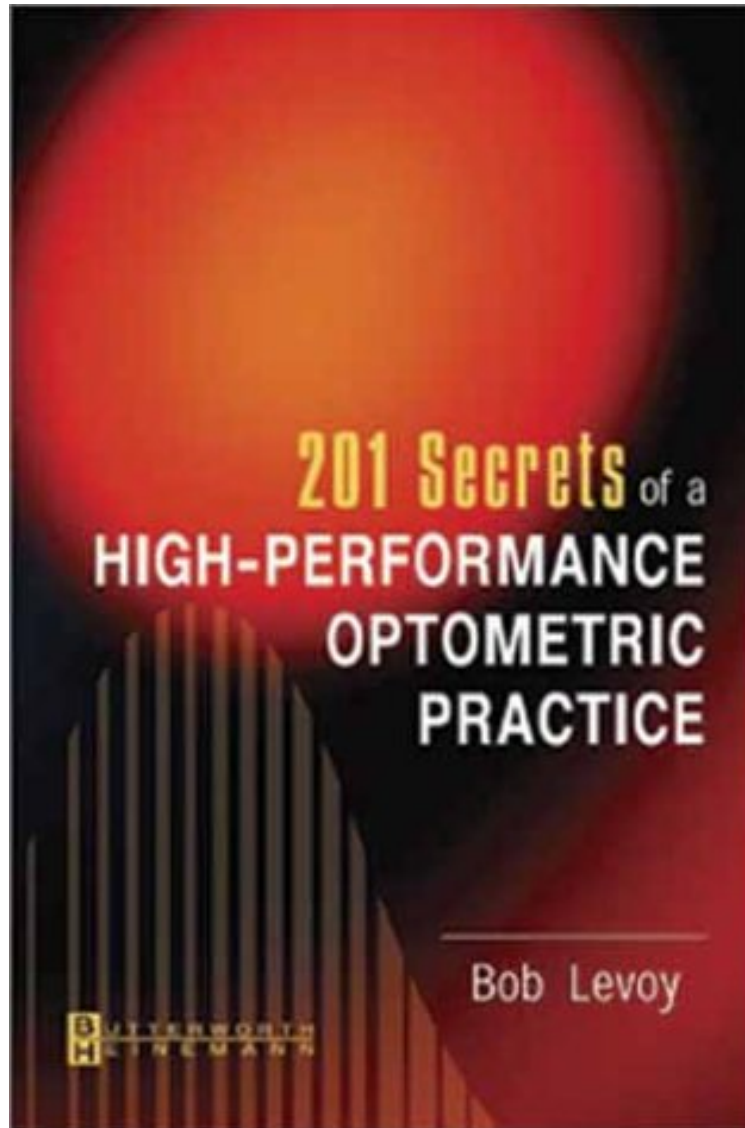


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Bob Levoy

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this book. Even if you only consistently did 50 of these 201 tips, you would be an All-Star. If I was only allowed to have one book on my bookshelf, this would be it. This is the only book on this subject that I read over and over again. 10 of 10 people found the following review helpful. Excellent Practical Practice Management Text for ODs By Dr. Art Epstein Bob Levoy has been a true practice management guru for longer than many of us have been practicing. His latest work, 201 Secrets of a High-Performance Optometric Practice (Butterworth-Heinemann), may be the most practically useful practice management text ever. Chock full of helpful and direct advice from many of the profession's leading practitioners and focused by Bob's keen insight, 201 Secrets is a 250-page book that's sparse on words but amazingly rich in content. I can't imagine an O.D. in practice today who would not benefit from reading--and perhaps rereading--this wonderful work. Highly recommended!

Ready-to-use strategies for creating a successful, profitable practice! 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 practice. Long range, strategic planning to enable you to make the critical decisions that every growth-conscious optometrist must make about his or her practice. Critical communication skills for doctors and staff members to improve patient acceptance of premium lens options, quality sunwear, and prescriptions for vocational and avocational visual needs. The single most important factor in gaining patient acceptance of periodic comprehensive eye exams. How to hire and retain employees who work hard, enjoy what they're doing, and pull together to make a practice successful. 16 hard-learned lessons about hiring employees to enable readers to learn from the mistakes of others and build a high performance team of loyal, enthusiastic, service-oriented employees. Stress management strategies that reduce practice-related stress, prevent staff burnout, and add a sense of fun to the workday. Patient education tips facilitate the development of high-trust relationships with patients, resulting in better informed, more compliant and appreciative patients. Low-cost, no-cost ways to achieve greater credibility and visibility in your community. and much, much more

An amazing collection of researched facts from the world of optometry by a seminar speaker and practice management expert; and a highly-recommended must-read for eye care professionals" Optometry Today (India), December 2013 "I would recommend this book to anyone in practice or who is contemplating practice. If you could successfully integrate just one of the 201 management pearls from this book, it would be the best money invested this year." (from a review by G. Timothy Petito, O.D., Optometry (published by the American Optometric Association) "Bob Levoy's new book is one of the most reader- friendly, productive idea spawners I have come across. The format, content and his trademark stimulating style make '201 Secrets of a High Performance Optometric Practice' a winner. It is a must read for every aspiring high performance optometrist." (from a book review, critique de livre by Scott Brisbin, O.D., F.A.A.O., Canadian Journal of Optometry "This book is highly recommended to optometry students and practicing optometrists of any tenure, and could easily serve as the foundation for a practice management course." (from a review by Mayur Desai, O.D. in Envision Magazine (Canada) "This book was profound for me, and to this day I pick it up on a quarterly basis to help keep me on track. 5 stars, highly recommended, I love this book." Mathew Geller O.D., Founder NewGradOptometry.com (August 27, 2014) From the Author As part of the market research for the management seminars I conduct, I have visited practices in a wide range of professions. It has enabled me to meet countless high performance practitioners and ask them such questions as: * What makes your practice so successful? * What are you doing differently than others to account for your success? * What are the secrets of hiring top-notch employees and how do you keep them motivated? * What have been your toughest management problems and how did you solve them? * What do you wish you had done differently? * What lessons did you learn that may help others avoid costly mistakes? The answers to these questions became the framework for this new book. About the Author Bob Levoy, a former corporate executive, is an internationally acclaimed seminar speaker on practice management and human resource issues. Over the course of his career he has conducted more than 2,500 seminars for business and professional groups, Fortune 500 companies, and leading colleges and universities throughout North America and overseas. Among them have been hundreds of healthcare associations in a wide range of disciplines and specialties. Bob, holds three college degrees in marketing and optometry and is the author of seven best-selling books and hundreds of articles for business and professional journals. Among them is Optometric Management for which he

currently serves as a member of the Editorial Board and monthly columnist. His unique background in the ophthalmic industry and health care professions has focused on the development of programs to improve the productivity and profitability of professional practices.