

MONOGRAPH SERIES

DESCRIPTION

Ten Ways to Grow Your Practice

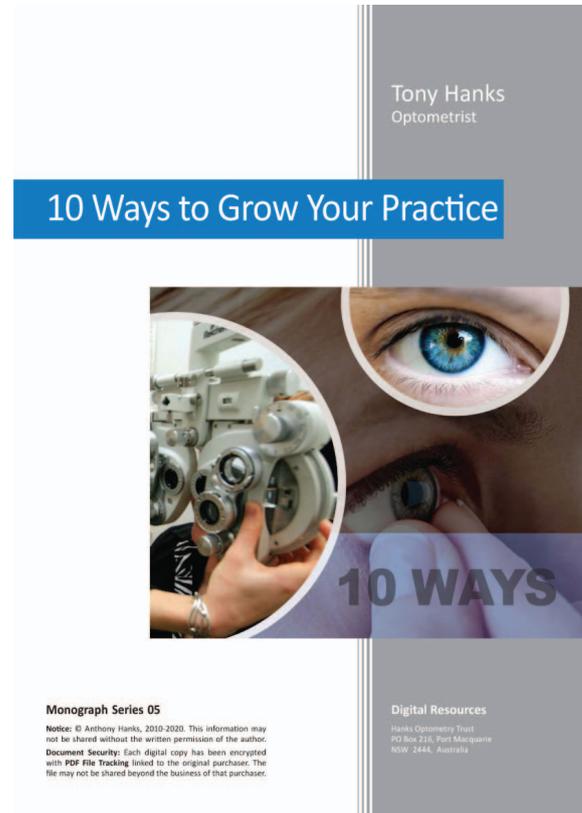
This monograph describes 10 ways to grow an optometry practice. The practical projects are for growing and improving your optometry practice; to be implemented as joint projects with your support staff.

There are many answers to the question of what patients look for when selecting an optometrist. Most are direct benefits for the patient, but there are also some “wants” that are indirect: Patients want that the practice they have selected should be successful.

Success means that the practice will survive and continue to provide quality services for its’ patients. This success will require growth, while still maintaining a focus on prescribing for the eyecare of the patients . . .

AREAS COVERED:

1. Using marketing research techniques to better understand the business of your practice.
2. Suggestions to implement for retaining existing patients.
3. Review of the retail pricing, discounting and price sensitivity in your practice.
4. Building support for your practice from local community groups.
5. Conduct an audit of your Standard Operating Procedures as implemented by the practice staff.
6. How to make more effective use of staff meetings in your practice.
7. Methods for getting more referrals from your local doctors.
8. How to achieve some free marketing in your local newspapers or media.
9. Marketing your practice by being active in social media.
10. Important training for staff to make them more comfortable with (and less threatened by) Low Cost Competitors.



RESOURCES INCLUDED:

Resources included in this monograph:

Samples of . .

- Letters
- Forms
- Handouts
- Graphics
- Press Releases
- Surveys.

These can be copied for immediate use, or modified to suit the individual practice.

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