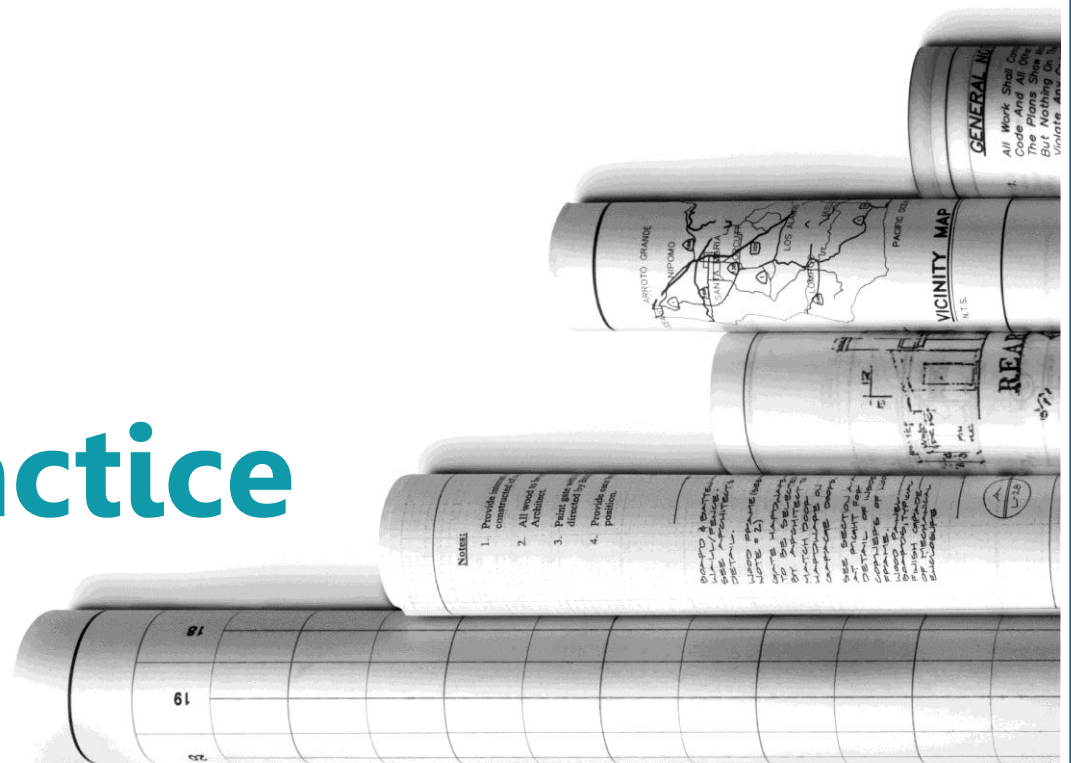


Blueprints for a Well-Built Eyecare Practice



VisionWeb

Think of Your Eyecare Practice as a Well-Built House

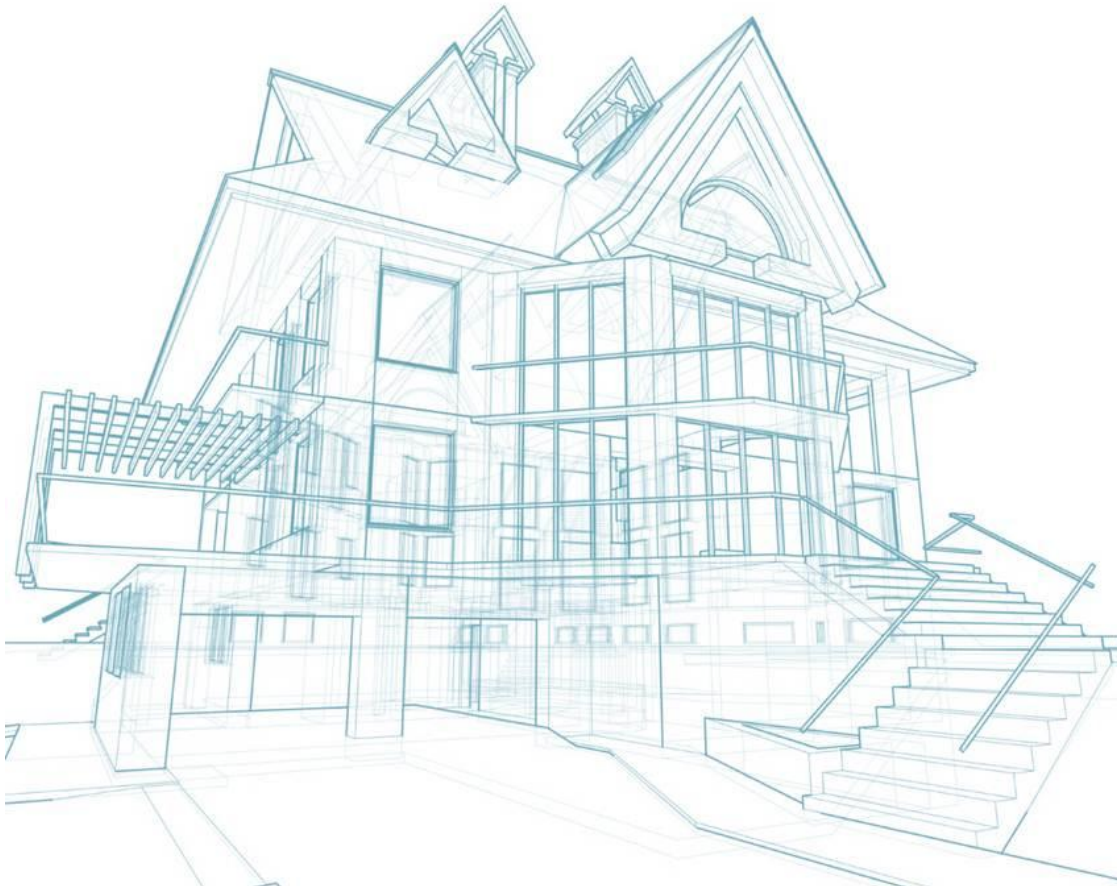
There are many components to running an eyecare practice and it can get overwhelming. We know that for most practices, the thought of a 40 hour work week is laughable. Your office probably feels like your second home.

So, think of your eyecare practice as a well built house. Every department is dependent on the other, and when pieced together correctly, you will have a sturdy and successful practice that functions efficiently.

We've laid out the blueprints to help you better manage the various aspects of your eyecare practice, and cut down the amount of time spent on various tasks. So it's time to put on your hard hat and start constructing your well-built eyecare practice!



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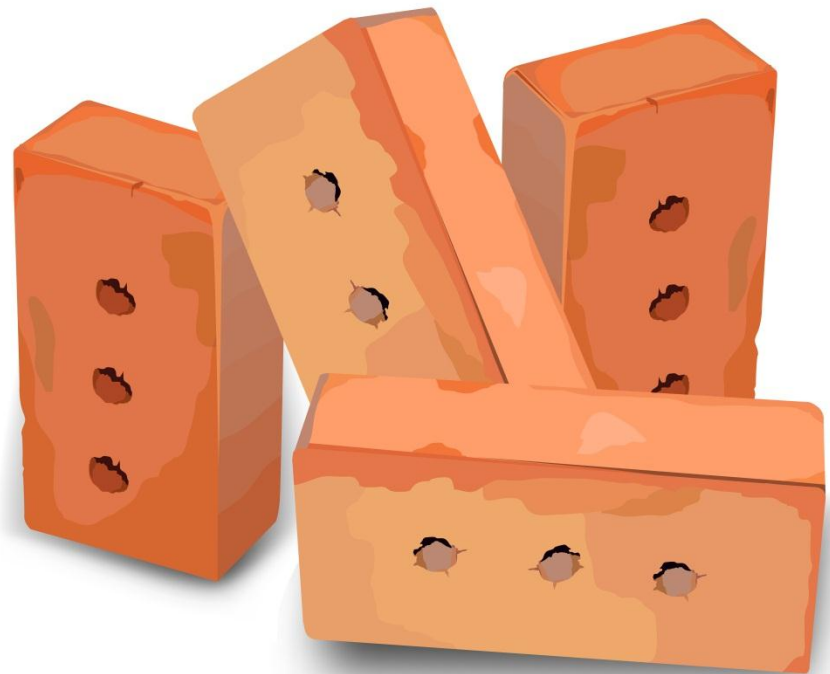
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Staff Management

The Foundation



Assembling the Perfect Team

Your practice's functionality depends on its staff, so it goes without saying that they are an integral part of the practice. Like laying the foundation of your practice, assembling a strong staff should be step one of building your practice.

It's always been said that your team is only as strong as its weakest link, so you want to make sure you hire the best staff possible.

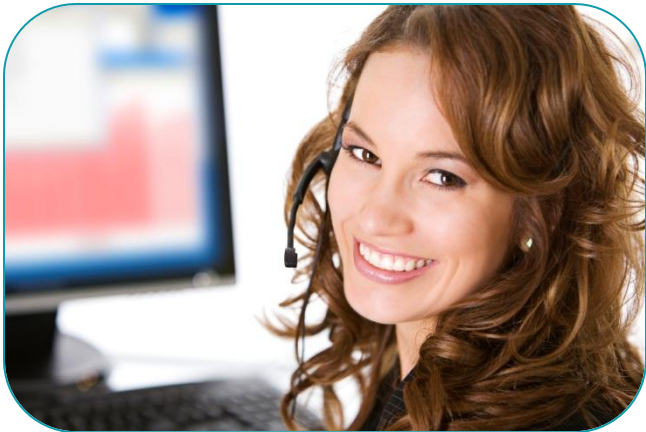
And we know that each member of your staff is essential to running an efficient practice, but we think there are three superstars that you need to have: ***a Tech Geek, a Watchman, and a Fashionista.***



The 'Tech Geek'

Tech Geeks have a distinct technologic advantage over other members at the practice. They are up to date with IT trends and would be open to adopting the latest technology at your practice, such as cloud computing services.

They have the best insights on how to implement the most efficient technology in your practice, and you go to them for questions from the latest [practice management system technologies and integrations](#) to best practices for marketing your practice online. Their extensive tech knowledge makes everything in your practice run smoothly, at lightning speed, without errors.



The 'Watchman'

From answering the phone and scheduling appointments to greeting patients as they arrive and getting paperwork filed, *The Watchman* plays an essential role in all eyecare practices. The best *Watchmen* always have a smile on their face and project a positive vibe to their patients. Essentially, they are the face of your practice!

The 'Fashionista'

Always on trend, *Fashionistas* are funny, spontaneous, and above all, they are the best when it comes to analyzing trends that suit patients best! They are awesome at helping patients find the perfect frames for any style. And best of all, they'll help keep your entire practice ahead of the fashion curve!



Hiring the Rock Stars

It Starts With You

Writing a killer job description will help attract the right applicants before you even start the process of reviewing resumes and cover letters. Think through the responsibilities, tasks, and roles you want the new hire to take on and define them in the job description. Be specific, you don't want to attract people who are looking for a job—any job.

Avoid Spotting for Keywords

When you receive tons of applications, you might not have time to go through all of them in detail, but don't simply rely on looking for keywords. Generic candidates are not what you are looking for.

Hire for Attitude Rather than Skills

The smaller your business is the more likely you are to be an expert in your field and transferring those skills to others is relatively easy. But you can't train enthusiasm, a solid work ethic, and great interpersonal skills. If in doubt, always hire for attitude. A candidate who lacks certain skills is cause for concern, but a candidate who lacks interpersonal skills is a giant red flag.



Staff Support

Now that you've assembled your dream team, it is important to ensure that your staff isn't stuck with the same routine everyday. It's your job to create an exciting work environment. Here are some ideas for staff support:

- Get your staff up-to date with the latest mandates by scheduling time aside to watch webinars
- Encourage them to upgrade their skills through continuing education and offer incentives for extra courses taken
- Make sure that they keep in touch with eyecare news and trends by reading industry publications, eBooks, and newsletters

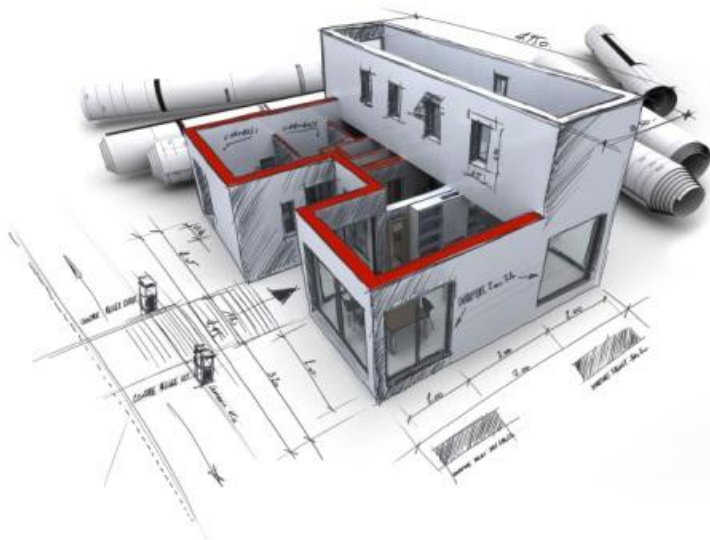
VisionWeb has a library of resources that are available to you and your staff at any time. Under the [Resources](#) tab on VisionWeb.com, you'll find:

- Playlists of webinars, demos, special promotions, and more on our [YouTube channel](#)
- A series of [eBooks](#) that are free to download
- [Newsletters](#) that cover a wide variety of topics in eyecare



Product Sales

Walls to Support Your Practice



Understanding Your Patient's Needs

Making a profit is *crucial* to keeping your business running and is a big part of what supports your entire practice. Frame sales can increase your revenue significantly, so maintaining consistent frame sales should be one of your top priorities. But before selling frames, you need to understand what your patients are looking for when purchasing them.

In a survey we conducted, patients were most concerned with:

- Cost
- Finding time to pick out new frames
- Choosing the right frame style



Costs From Your Patient's Perspective



Buying new frames can get expensive, and your patients may feel the pinch in their wallet! On top of that, you're now [competing with online retailers](#) providing competitive prices. You need to attract customers into your practice and show them the value of buying frames from you. Get the conversation started early in order to truly understand your patient's needs when it comes to cost.

- Start by understanding your patient's budget before making suggestions. No need to show off frames they can't afford!
- Learn more about their insurance coverage and work with their plan. Understanding your patient's insurance will help you determine their options and pricing.
- Spend time explaining the value and quality of the lenses they are purchasing.
 - Explaining the benefits of various lens treatment options such as UV protection, scratch resistance, and anti-glare will help patients understand what they are paying for.

Finding Time to Pick Out New Frames

With today's fast-paced lifestyle, a huge concern about getting frames is finding the time for the process of scheduling an eye exam, making a frame selection, and picking up the frames once they are back from the lab.

Here are some ways our survey respondents said practices can help them save time:

- Understanding your patient's budget and preferences will help speed up the process by narrowing down the selections from the start.
- Have more walk-in hours at your practice.
 - If your practice closes for the lunch hour, try keeping it open at least one day a week for pick-up
 - Stay open an hour or two later at least once a week
 - Have Saturday hours as it is a great option for parents to bring their children in to pick out frames

More tips to expedite the process include:

- Place orders through [VisionWeb](#), and have your patient's glasses come in 1-2 days faster than orders placed via phone or fax!
- Make patients aware of Mobile Apps, like [The Eye Browser](#), that are available for trying on glasses without stopping by the office.

Choosing the Right Frames



Staying up to date with fashion trends can help inform your customers of the season's hottest buys, and give you a good idea of inventory to purchase each season.

[Eyecessorize](#) has created a guide with some popular spring trends to help you and your patients pick the right frames this season.

Women's Wear



Crystal Elegance

Ladylike intrigue remains the heartbeat of spring's best looks, with classic styles taking on a modern approach.



Natural Beauty

Handcrafted appeal comes to the forefront this spring as earthy tones, organic textures, and nature-inspired patterns flood the runways.



Electric Allure

Carefree and confident chicks will be drawn to this season's vibrant frames to create looks that dish up sheer summery delight.

Men's Wear



Smooth Essentials

No-nonsense men are given a clean, simple palette to work with, as gray, black, and crystal hues blaze the trail for the impending warmer months.



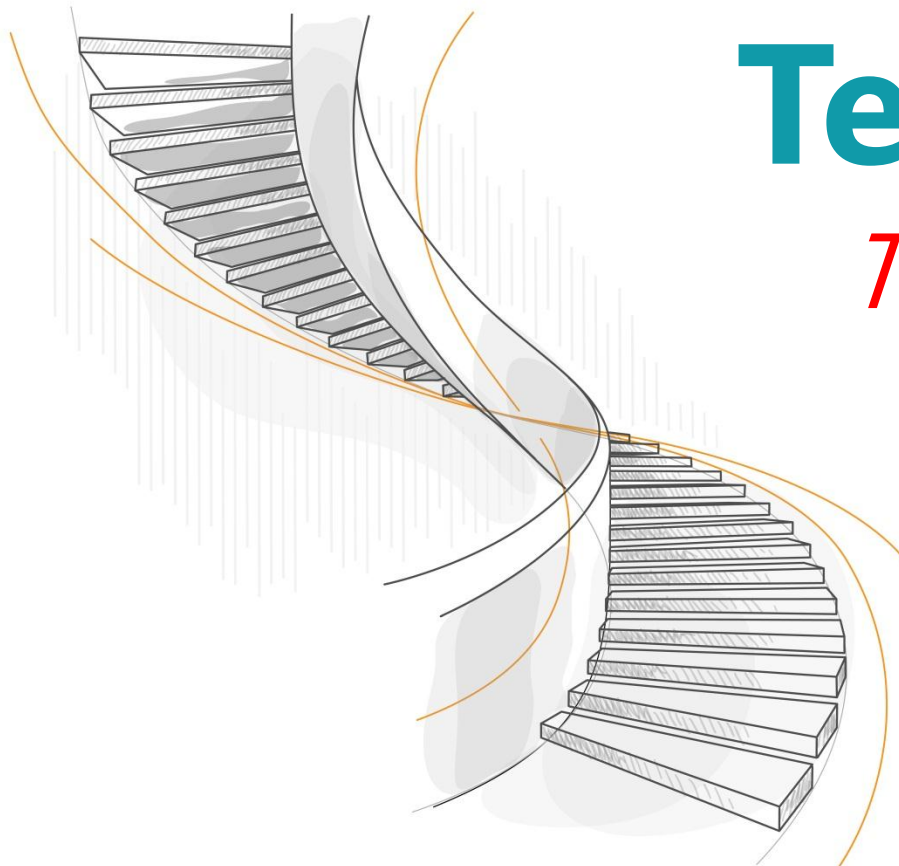
High-Octane

Fierce color paves the way for sporty dudes looking to add street appeal to their shades and specs this season.



Old School Revival

The retro obsession continues to rage on with a plethora of classic shapes, updated with refreshed finishes and details - a perfect match for every debonair prepster.



Technology

*The Stairs to Take
Your Practice to
the Next Level*

Technology is Everywhere!

Not every business may be as tech savvy as Apple or Google, but even small businesses need to stay current with technology trends. Not only does it help you stay modern, but most importantly, it will help ensure that your practice benefits from the efficiency the latest technology brings.

Expand your practice and take the necessary steps towards bringing your practice to the next level by utilizing the most up-to-date technology.

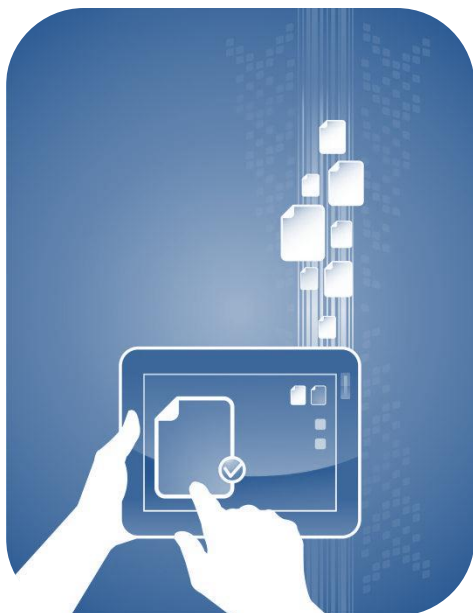
Embrace Technology in 2013!

Whether it's making technology available in your waiting room, or rising up to the latest and hottest trends, like cloud technology, it's essential to keep your practice up-to-date!



Technology in the Waiting Room

We live in an on-the-go, fast paced society. So why not give your patients the ability to get things done while they wait for their appointment? We've got a few ideas to modernize your waiting room for your on-the-go patients:



- **iPad/Computer:** for the impatient teenager
- **Television:** for the young kids or news-savvy parent
- **Free Wi-Fi:** for the workaholics

Anything you can do to help distract your patients in the waiting room will decrease the chances of them noticing when the doctor has a jam-packed schedule and is running 10 minutes behind!

Cloud Technology

“Two-thirds of global organizations are planning to adopt cloud technology in the near future.”

- CityWire Global

What is it?

We'll try and make it simple for you.

[Cloud computing](#) is a network of servers that holds all types of digital data from documents to music. This information can be accessed anywhere at anytime via the web.

An application that runs in the cloud is called a web app. Unlike desktop apps, like Microsoft Word, web apps don't need to be installed onto your computer.

You're Probably Already Using It

When you share Google Documents with co-workers, check your email on Gmail or Yahoo Mail, share pictures in DropBox, or even video chat through Skype, you are already using a cloud based service. You don't need to be technologically savvy to use this increasingly popular service!



How Will Cloud Technology Benefit Your Practice?

The Cloud is Cost Effective

The cloud eliminates the heavy upfront costs that are associated with software technology, such as new computers or even purchasing your own server system for a new practice management investment. The best part is that you pay for only what you use.

The Cloud is Convenient

Access your company's data anywhere from traditional computers to mobile devices.

The Cloud is Secure

Reputable cloud computing vendors often host their systems in facilities that have much stronger physical security controls with certifications that many small-to-midsize practices cannot provide on their own.



How Will Cloud Technology Benefit Your Practice?

The Cloud Gives You Quicker Access to Upgrades

Cloud service providers want to give their customers the latest and greatest in server technology, and will upgrade their technology more often than a typical business could afford to. Best of all, these upgrades are done automatically to save you time.

The Cloud Helps You Utilize Your Resources

Less time will be spent on operational issues, and there will be more time to focus on things that matter - like your patients.



Social Media

*Interior Design to Show
Off Your Personality*



Social Media in Eyecare

Your practice should already be on social media, but more importantly, you need to be active on your social media pages. Houses on the same street may all look similar on the outside, but the interior design of each house is unique to its owner, and showcases their personality, the same way your social media should do for your practice!

Unlike your usual corporate speak in official statements or press releases, social media allows you to communicate with your customers in an informal and conversational way. Differentiate your practice by showing some personality in your voice! We've compiled a list of tips on how you can utilize and manage your pages.

If you are looking for more ideas and inspiration, follow our social media pages!

Check us out on:



Top 3 Social Media Must-Do's

1. Share Value

Don't talk about yourself all the time! Good content does not hard sell. Try sharing content from other sources before promoting yourself. We've got a few great content ideas for your eyecare practice:



Compile all your positive reviews and testimonials into a blog post. We often hear that great content is like storytelling, but it's even better when you're telling a true story!

Share online incentives such as exclusive deals. Everyone loves a good deal, so providing followers with ways to save money engages your followers as well as promotes your pages.

Host a contest. This is a great way to get your audience involved with your pages, and it's a good way to promote a new blog, Twitter page, etc. But be sure to [check the rules and guidelines](#) on the various platforms before hosting your contest.

2. Post Consistently

Make sure you have a consistent posting schedule. Being active on social media keeps you relevant and top of mind with your audience. Especially when it comes to [blogging](#). The lack of consistency could result in the loss of your readers since they never know when you might get around to posting a new article.



3. Show Personality & Be Relatable

Showing your company personality is just as important as sharing valuable content. As we mentioned, throw out the corporate speak and industry jargon when interacting on social media.

Think of your audience as humans, not target markets, and write in a way that comes naturally. Try being conversational and show some emotion! People like doing business with people they can relate to.

Tools for Managing Your Social Media

Some website tools can help you save time and resources for managing your pages, and also provide analytic reports to help you plan future social media efforts.

HootSuite

Think you don't have time for social media? [HootSuite](#) is a web and mobile social media dashboard that helps spread messages, monitor conversations, and track results across multiple social networks.



With [HootSuite](#), you can:

- Schedule tweets ahead of time
- Measure number of new followers
- Provide the number of click-throughs on links in posts
- Access specific analytic reports such as the number of clicks by region, top referrers, and mentions by influencers.

Tools for Managing Your Social Media

SocialBro

[SocialBro](#) helps you focus your social media plan on your target audience by helping you:



- Understand your Twitter community to help determine the best time to tweet
- Monitor hashtags, keywords, and URLs to help manage what users are talking about in your community
- Identify influencers to see who you should be spending the most time engaging and interacting with
- Analyze your competitors social media accounts to help find and reach potential customers



Get great social media tips and ideas from [16 awesome ODs](#) we found on Facebook!

Tools for Managing Your Social Media

Crowdboost

[Crowdboost](#) helps you measure and optimize your social media marketing by:



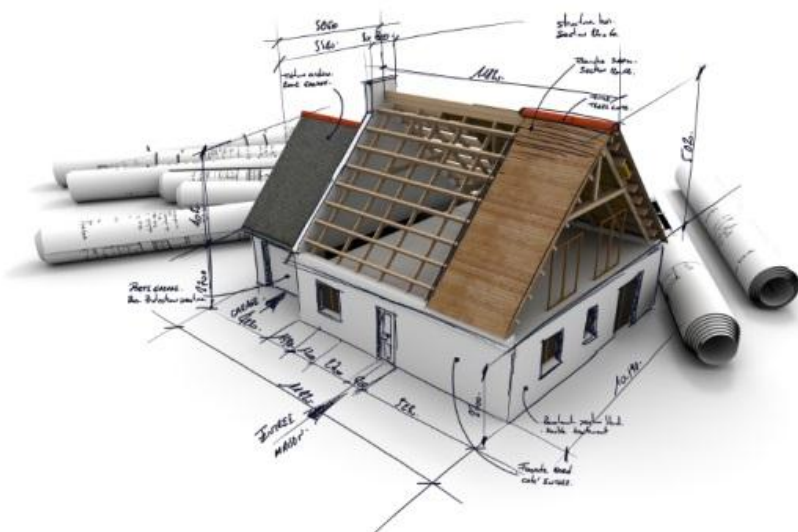
- Providing real-time Facebook and Twitter analytics in an easy to read dashboard
- Tracking the growth of your audience to recognize the benefits of long term engagement and the effectiveness of different campaigns
- Giving you the ability to manage multiple accounts all under one roof
- Providing optimized publishing schedule for auto-publishing of tweets and posts



Short on staff or resources? Consider hiring an intern to manage your social media strategy.

Efficiency

The Roof to Hold Everything Together



Efficiency is Key

As we all know, when it rains, it pours. And if not repaired quickly, a leaky roof can bring down the whole house. A well-built practice needs a sturdy roof to drive out inefficiencies and shelter the practice from unexpected obstacles along the way. Efficiency holds your practice together and needs to be present in every department.

- **Staff Management:** Remember the Tech Geek, Watchman, and Fashionista? When faced with an issue, consult them and they will be able to solve problems quickly and efficiently.
- **Product Sales:** After you make that frame sale, make sure that you are ordering them through the most efficient way possible, so that your customers receive their glasses as soon as possible. It's all about keeping your customers happy!
- **Technology:** A big portion of your practice relies on technology. From placing orders to sharing documents. Out of date technology will only slow down your practice's efficiency.
- **Social Media:** These days, people are spending more and more time online than ever before, especially on social networking sites. Some practices even allow their customers to set up appointments through applications on their Facebook pages – how efficient is that for your customers?

Online Ordering is the Way to Go

The ability to spend less time and resources on operational tasks and more time with customers is invaluable to any business. One of easiest ways to spend more time with your customers is by placing your product orders through an online ordering solution.



Online solutions, like [VisionWeb](#), allow you to:

- Spend less time on the phone placing and tracking orders
- Check order status online 24/7
- Integrate with your practice management system and reduce duplicate data entry by using the information in your system to create and submit orders directly to your suppliers
- Place orders into pending so you can finish them up later when customers aren't waiting on you
- Get access to our free mobile app available for checking order status on-the-go

What Else Can Our Online Ordering Solution do for You?

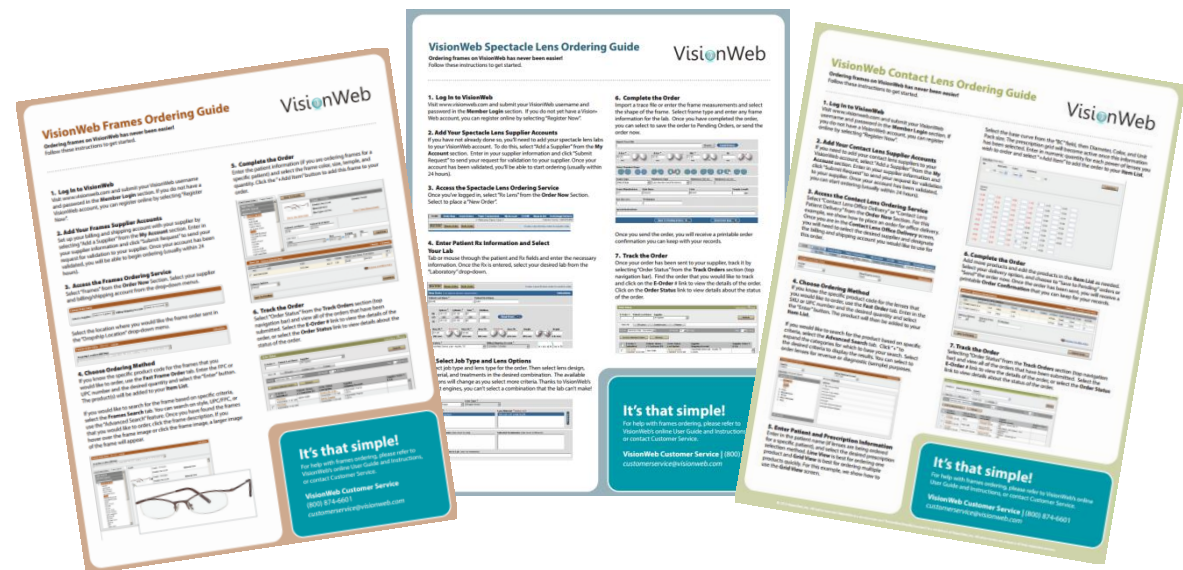
- Automatic error checking features for error-free ordering
- No interference with your supplier pricing benefits or buying groups
- Orders are received 1-2 days sooner than orders placed via phone or fax
- Oh, and it's 100% free for your practice

Create Your Free Account!

Have Questions about VisionWeb's Optical Dispensing Solutions?

The VisionWeb Customer Service Team is more than happy to help!
Contact them at (800) 874-6601 or at customerservice@visionweb.com

If you are already a VisionWeb user, you can access our list of ordering guides under the '[Resources](#)' tab on VisionWeb.com



VisionWeb

VisionWeb provides software and technology services to streamline and simplify the eyecare industry. Through our online ophthalmic product ordering and electronic claim filing solutions, our technology helps eyecare practices, laboratories, manufacturers, and payers drive out inefficiency, increase customer satisfaction, and improve their bottom line.

For more information, visit www.visionweb.com