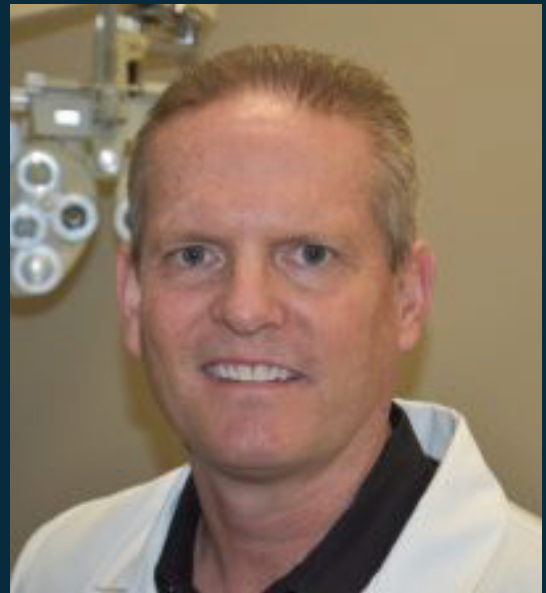
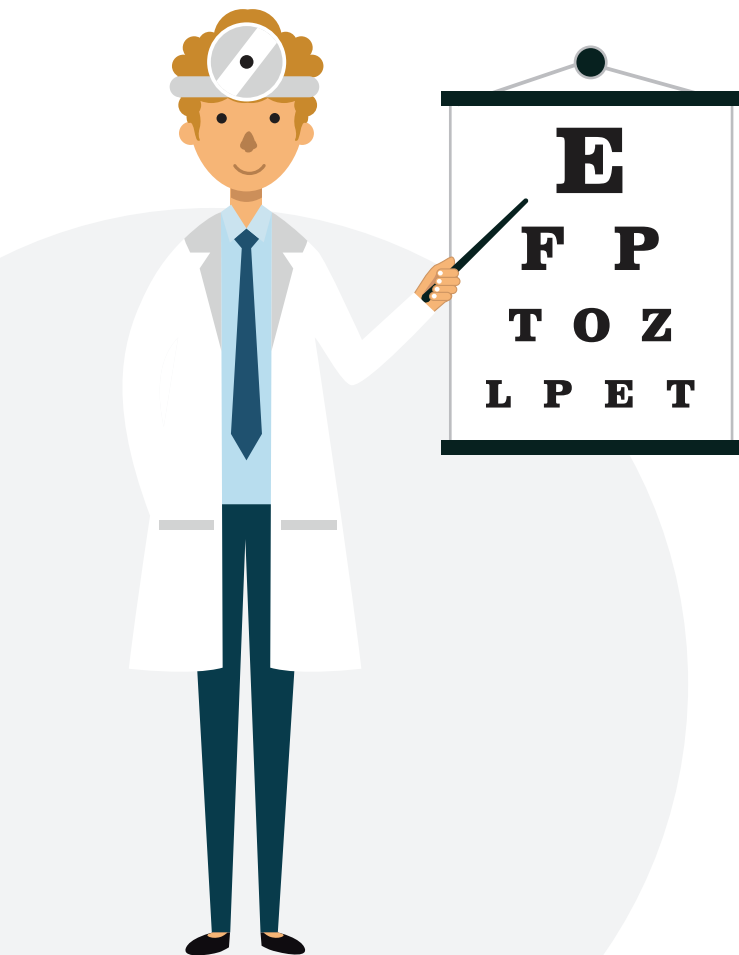


Let's Talk Business!

Randy Peters, OD, is a practicing optometrist out of Ohio. A member of the American Optometric Association and Vision Source, Dr. Peters owns his own practice and specializes in primary eyecare, contact lenses, and ocular disease. He uses several advanced optical technologies, allowing for the most state-of-the-art eye health and vision exams.



We were fortunate enough to ask Dr. Peters a series of questions to find out what he attributes to his success.



HOW MANY PATIENTS PER DAY DO YOU SEE?

As a private practice doctor, I see around 30-40 patients per day.

HOW DO YOU MAKE THE ONES YOU SEE "COUNT"?

My main focuses are on patient education and individual consultations.

WHAT'S YOUR BIGGEST CHALLENGE AS A BUSINESS OWNER?

While it sometimes may be difficult to make sure I am spending enough time with each of my patients, my staff is excellent at following up on emergency visits, first-time glaucoma patients, dry eye patients, first-time progressive lens wearers and others who may need a bit more attention.

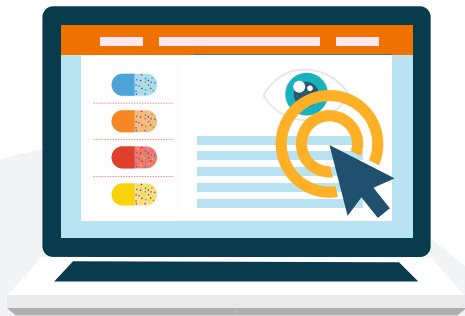
NAME ONE OF THE THINGS THAT YOU CAN CREDIT YOUR SUCCESS TO.

One reason patients continue to return year after year and take my recommendations so seriously is because I truly care about their eye health.

Peters Family Eyecare has an organized and dedicated staff focused on patient education and maintaining a clean, attractive office that boasts modern technology that competitors may not have access to.

HOW DO YOU MARKET YOUR PRACTICE?

When it comes to marketing, we utilize Facebook, our sign in front of our building, our website, the newspaper, radio and merchandise with our logo. We also make periodic visits to area primary care physicians' offices.



HOW HAVE YOU OVERCOME THE CHALLENGE OF PATIENTS CHOOSING ONLINE VENDORS?

We strive to make sure the products we're asking our patients to purchase are available and pay special attention to explaining to our patients the quality of the products and making sure they're getting what they need, which online vendors may not do.



HOW DO YOU SELL EYEPROMISE TO YOUR PATIENTS?

We sell EyePromise products to our patients using visual aids and by educating them, as well as relating our own personal experiences with EyePromise products. Our patients are impressed when their scores increase after six months and some notice better visual performance.



HOW DO YOU HOLD YOUR STAFF ACCOUNTABLE FOR "SELLING" AT THE FRONT DESK OR COVERING EVERYTHING THEY'RE EXPECTED TO?

To hold everyone accountable, we track, measure and report our results weekly, and then discuss our challenges and successes to determine what next month's goals will be.



866.833.2800 | support@eyepromise.com

www.eyepromise.com