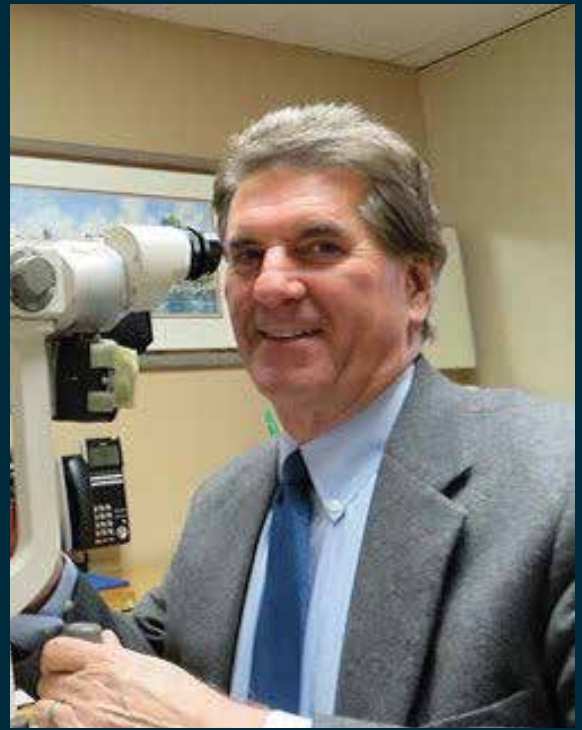
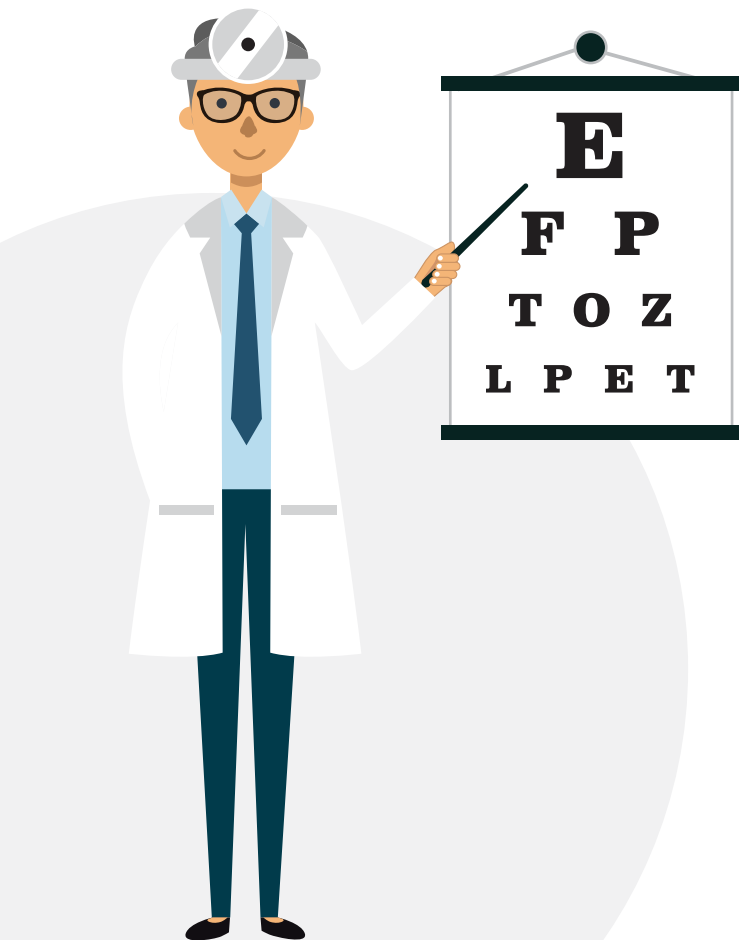


Let's Talk Business!

Samuel Baron, OD, is a practicing optometrist out of Colorado. A fellow of the American Academy of Optometry, Dr. Baron has special interests in contact lenses, children's vision, and deaf patients. Continuing post-graduate education every year, he is constantly striving to improve himself and his patient care.



We wanted to know what he thinks has helped propel him to the level of success he has found himself on.



DO YOU RUN A PRIVATE PRACTICE, GROUP PRACTICE, OR CORPORATE PRACTICE?

Private

HOW DO YOU MAKE PATIENT VISITS "COUNT"?

We spend quality time reviewing all their information, provide fact sheets about all of their needs, and present videos that are specific to their individual needs while they are waiting.

WHAT'S YOUR BIGGEST CHALLENGE AS A BUSINESS OWNER?

Time management.



Top 9 tips for a successful practice

- Surround yourself with great people, and you will be great.
- Hire good staff.
- See good patients.
- Go for fun and to help people see, not to work.
- Have all the toys it takes to do the very best job.
- Train your staff and patients.
- Find out what is important in the patient's life, both personal and professional.
- Ask too many questions to find their needs and wants.
- Solve today's issues, but also help them prevent future issues.

HOW DO YOU HANDLE STRESS AND CONFLICT IN THE WORKPLACE / HOW DO YOU ADDRESS A BUSINESS PRACTICE THAT ISN'T WORKING "CORRECTLY"?

- Let the dust settle.
- Think it through.
- Do what you can to see all 3 sides (*Theirs, ours, and the real side*).
- Work for a reasonable compromise or everyone goes their own way.

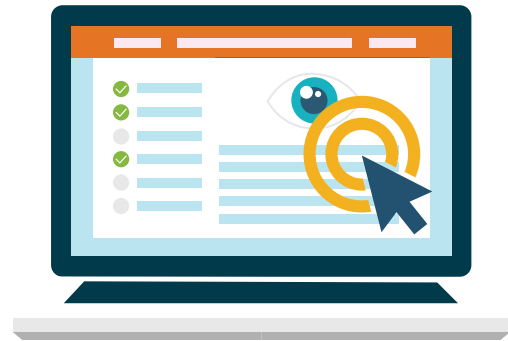
HOW DO YOU ADDRESS STAFF TURNOVER?

That is a challenge with staff or spouses moving, having babies, attending school, or other careers. But the TEAM digs in and gets to the other side. We do our best to find great new staff. Timing and need are a challenge. The first 2 weeks or 90 days reveals what you have; from that, you can make your decision quickly.



HOW DO YOU MANAGE PRACTICE EFFICIENCY?

- Spend the time to think it through.
- Work as a team to make it happen.
- As a team, develop online training and protocols.
- Review, review, review.
- Hold staff meetings to discuss progress or inefficiencies.



Do you have a "new staff" onboarding process?

Yes, it includes:

- Online training.
- Excel check lists.
- Skills evaluation.
- Find out what they know.
- Find out what they don't know.
- Train, train, train.



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