

Beyond Survival

*Winning the War for Value
in the New Era of Eyecare*

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◆**The 4 Ways we Grow** (Exercise)

- 1.
- 2.
- 3.
- 4.

◆**Let's Define Marketing...**

◆**Now Let's Define Value...**

◆**Some Fundamental Rules**

1. Know
2. Tell
3. Ask
4. No Risk
5. Brand It
6. Good for Practice...

◆Applying the Rules Throughout the Production Cycle

1. Marketing
2. Gate Keeping
3. Physical Reception
4. Data Collection
5. Pre-Testing
6. Evaluation and Diagnosis
7. Treatment and Prescribing
8. Product Selection and Dispensing
9. Dismissal
10. Follow-Up

◆The UP Objectives

- Understanding
- Perception

◆6 Killer Growth Initiatives Starting Next Week!

1. Patient Care Instead of Sales
2. Setting a More Deliberate Tone
3. More Valuable Diagnostic Feedback
4. Clearer, Better Recommendations
5. Patient Retention at the Next Level
6. More Referrals by Design

1. Patient Care Instead of Sales

- What's the difference?...

- The right questions

-
-
-
-
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- Steps from here:

2. Setting a Better Tone

- Clients get it, Doc!

- The 4-part welcome

- 1.
- 2.
- 3.
- 4.

- Steps from here:

3. More Valuable Diagnostic Feedback

- Do clients ever ask?

- The 4 Parts:

- 1.
- 2.
- 3.
- 4.

- Steps from here:

4. Clearer, Better Recommendations

- Why do they hire you?

- Rule #6...

- Programs, not just products and services!

- Passing the baton

- Steps from here:

5. Patient Retention at the Next Level

- A look at the numbers...
- Rule #6...
- This one's on YOU, Doc!!
- What services?
- Steps from here:

6. More Referrals by Design

- Do they ever ask?
- Rule #s 2 and 3
- A piece – the picture tells a thousand words
- Steps from here:

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