



Vision Source Experience 2011 A Whole New Experience

The 2011 Vision Source Experience will be offered 71 times this year, in smaller, more regional venues. Even for Vision Source members and staff who attended a Vision Source Experience session in 2010 or 2009, the 2011 Vision Source Experience program is an entirely different offering.

First of all, it's a three-hour program, as opposed to an all-day commitment. There's one speaker for the program -- Walt West, OD, or Vision Source doctors Peter Kehoe, OD, Ken Young, OD, or Dave Kading, OD. And the program focuses on three topics: increasing capacity by improving efficiency, increasing profitability in the optical through multiple-pair sales and the importance of a strong Vision Source brand presence in your geographic marketplace.

"With the 2011 programs, we have a chance to bring the meeting closer to the doctor, significantly reducing the amount of travel needed," says Dr. West. "It's also different information than what was presented in earlier years. That was often conceptual or strategic, the 2011 program is tactical. These are the kinds of ideas you take back and start making them work on Monday morning."

Dr. West, who developed the 2011 program with Hans Kell, OD, FAAO, Vision Source Vice President, Practice Development, says first-timers as well as Vision Source Experience veterans can gain practical value.

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For example, attendees are provided with worksheets, which allow them to calculate the impact of making some of the recommended changes or determine where and when to apply new principles to the practice operation. That's why it's valuable to bring staff along to these sessions, Dr. West says. "Doctors will have a chance to see staff buy into the ideas when they're present. Plus, there's some accountability. As a doctor, you'll know that the staff has heard this same message," he says. Plus, staff members can help devise a plan to implement new procedures, making it even more likely that these changes are put into practice soon.

The bottom line is that the Vision Source Experience can help Vision Source members' bottom line.

"There are three ways that you can improve revenues, and the 2011 program covers all three. Increase the number of patients through the practice by operating more efficiently, increase revenues per patient through multiple-pair sales, and develop a strong presence to make your practice memorable. These factors will provide exponential growth."

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