



Vision Source Experience 2011: Testimonials

“We just completed our VSE here in Salt Lake this morning. It was far better and more focused than the all day meeting last year. Also, Walt and Hans have developed tools to use in staff meetings to implement changes. It is pretty much fool proof if the staff attends and buys in. Since we had a morning meeting, Craig and I ordered a Continental Buffet at 8 am and we started promptly at 9am. Walt stayed right on task, allowing one ten-minute break, and he was done by noon. The presentation was well organized and all our members and their staffs felt it was just the right amount and they did not walk out of there with information overload and no clue where to start. We then excused the staff and fed the docs lunch. We had two short vendor presentations from our local sponsors and Hans fielded questions, ideas, and suggestions from our members. We were done by 2pm. Some of the docs would have preferred to leave at noon to go back to work, but these vendors wanted face time. Dennis told me some vendor presentations preceded the 9am start at other meetings, but we had some docs driving 2+ hours to attend and they would have to leave home by 5am. Hannah Beth furnished a sign in template that we copied and used one for each office. The vendors definitely wanted copies. Craig is scanning those and will Email to Hannah Beth and the vendors right now. All in all, this may be the best three hours of Practice Management CE that I have ever attended. Walt was humorous as always and presented a very efficient program.”

James D. Sargent, OD, VS Administrator; West Jordan, UT



“I wanted to agree with what Dr. Jim Sargent said. I have had the 50% 2nd pair policy at the suggestion of Scott since opening my office, but I never really explained or pushed it. Since the meeting on Wednesday, I've been sure to explain it to patients and in the past 2 days, 50% of my exams have bought 2 pairs. The meeting was a big motivator for me.”

Tory Goode, OD; VS member; Heber City, UT

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“Dr. Young, I enjoyed your presentation of the Vision Source Experience in Jackson Wyoming. We put the "Free Frame" initiative into affect this month, and it has been crazy. I cannot believe it. I can't remember if you talked about when they do a 3rd or 4th pair, what deal you give them then? Please let me know and thanks for all of your help.”

Teresa Roberts, VS practice optician; Jackson, WY

“The VS Experience had more usable information that many of the other programs our office had attended. It re-enforced the business principles Dr. Grimes and I had talked about in our staff meetings and gave another voice of authority to support what we said. This meeting helped our staff to understand and get more connected to how the office runs. They were primed to use social media as more of a marketing tool than just connecting with their friends. It was ‘one of the best’ programs we have attended.”

Leta Grimes, VS practice office manager, Mustang, OK

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“Having our staff attend the VS Experience program was good, where listening to the messages from an experienced third party it all makes the entire practice team more willing to hear, learn and accept changes. I perform most of the patient data collection in my exam room, including unaided visual acuity. The seminar made it easier and motivated my staff to take on more responsibilities. The handout and the worksheet will really help me and my staff implement what we have learned.”

David Shin, OD; VS member; Hesperia, CA

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“Always good to get encouraged to do a better job. We are implementing the free frame scenario initially for the second pair. Also going to start implementing VA and case history for efficiency.”

Jim Creech, OD; VS member; Temecula, CA

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The EXPERIENCE was great! Dr. West did an excellent job! I heard nothing but good comments, and everyone felt that there were ideas that could be incorporated into their practices the next day (I know I had several that will help bottom line immediately). Thanks for all your work in putting the program together.

Gordon Price, OD; VS Administrator, Scituate Harbor, MA

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I know how hard it must be to organize 71 three hour long VSE programs nationwide, given the previous format for the first two years did so well with large, day-long presentations. I am sure there was skepticism whether having so many smaller and shorter presentations would work, but this year's format is right on. Not only does this new format reach more doctors and staff, it is both economical to administer and highly effective in getting the VS message out. Without this new format, we here in the islands could never have had the benefits we all derived from having it here at home. Thank you again for including us, I along with my VS Hawaii practices are most appreciative of your efforts to help and encourage us participate in this exceptional program. I realize that you may not be able to do this for us again next year, and it is too early to even think about this but we can always dream. I really think you came up with a winning model and the impact of this year's VSE program will go a long way in changing the thought processes of my VS Hawaii practices. Thanks a bunch.

Dennis Kuwabara, OD; VS Administrator, Honolulu, HI

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We had an exciting meeting with 110 attendees. Our combined doctor/staff morning Vision Source Experience program with Dr. Kading presenting was very well received. The afternoon followed with doctor only and VSR/staff only discussion sessions. For the 27 doctors in attendance, we had a terrific meeting with great discussion. The concurrent VSR program comprised 83 staff members went extremely well too. All in all this was a terrific day, full of practical practice management education and idea sharing.

Vic Connors, OD; VS Administrator, Madison & Middleton, WI

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“The Vision Source Experience provided a great ROI for the time spent with Dr. Walt West. Here is my "take away" going forward for 2011:

- STOP managing patients perceived needs and START bringing them solid recommendations on what my experience tells them is best for them.
- STOP fooling around with meaningless small discounts and START using the "power of free" to bring true value to the multiple eyewear sale.
- STOP letting my physical space, current equipment and traditions of practice limit my efficiency, and START training and using my staff to a level HIGHER than they are currently being used.
- STOP being "The brand" for the office, and START creating a "Brand" that is not doctor specific but incorporates the whole team.”

Jeff Krohn, OD, VS Administrator; Fresno, CA

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