

Making It Rain

Dr. Ryan Parker



1

Profit
Maximize The Visit



LEONARDO 2

2

Pricing

Assigning a value or a price to a product or service.

What Is The Eye Markup?

2.5x-3.0x

<p>Financial Goals</p> <p>To get an estimate of the financial goals, take the total of all costs associated with the product (material cost, fabrication, labor, etc.) and add it to your profit/growth goal.</p>	<p>Market Position</p> <p>Know the market positioning of your practice:</p> <ul style="list-style-type: none"> • Is your product a brand or generic? • How recognizable is the product among consumers? • How does it stack up against competitors? • Is it exclusive? 	<p>Customer Base</p> <p>Know your base customer:</p> <ul style="list-style-type: none"> • Will you attract more customers or turn them away? • Will your customers be willing and able to pay for the products/services? • How will your customers view your dispensary?
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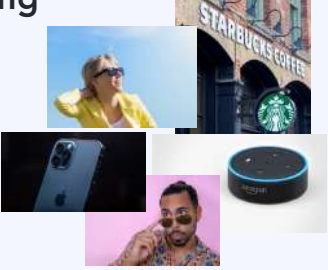
LEONARDO 3

3

Consumer Voting

Dollars=Votes
 78 percent of U.S. workers live paycheck to paycheck to make ends meet*

Must Create Value



<https://www.cnn.com/2019/07/24/economy-paycheck-to-paycheck-78-percent-of-u-s-workers/index.html>

LEONARDO 4

4

How

Front Desk/Techs
 Doctors
 Ophthalmic Pharmacist (Techs, Opticians, Staff)



LEONARDO 5

5



It Is What Our Patients Want
 They Come See Us For A Reason
 They Want To See Well

They Do Not Care If We Are...
 Optical, Medical...ETC
 Level Set On Expectations

LEONARDO 6


6

Capture Rate

CAPTURE RATE =

Number of patients who purchased eyewear

Number of eye exams that included refraction



V21** + V22** + V23** + V2781

92015 Refraction

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7

Eyewear Capture Rate Range

Eyewear Rxes per 100 Complete Exams Performance Deciles

Decile	Index	Median
Highest		
90th-99th percentile	108	179
80th-89th percentile	98	143
70th-79th percentile	78	130
60th-69th percentile	72	119
50th-59th percentile	68	110
Median	58	100
40th-49th percentile	58	95
30th-39th percentile	53	88
20th-29th percentile	50	83
10th-19th percentile	43	72
Lowest	35	58

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8

Ways To Influence Capture Rate

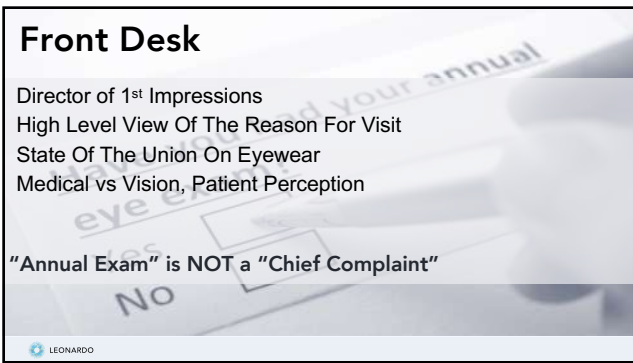


LEONARDO 9

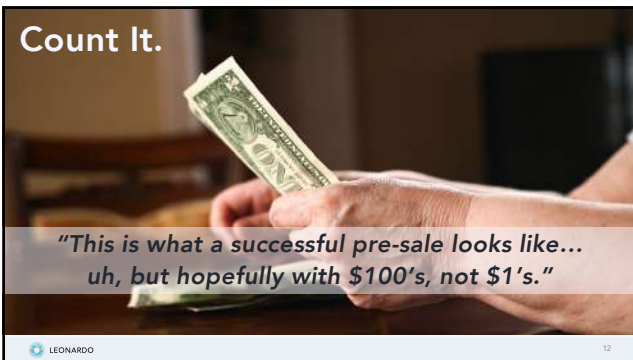
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12


Techs

Take The Information From The Front Desk

Ask Better Questions...

- On A Scale Of 1-10
- What Do You Love/Hate About
- Current Solutions

Have Them Guess At The Diagnoses



LEONARDO 13

13

Techs

Have Them Describe What They Are Doing

At The End Of The Day, They Should Be Sick Of Talking




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14

What Does the Patient Want?

Patient Expectations of Eye Exam Dialogue

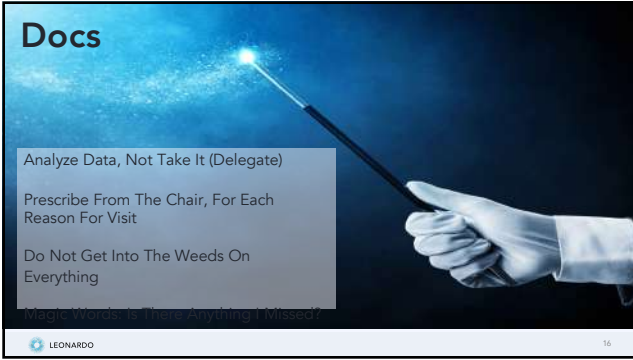


Expectation	Percentage
Oral summary of findings in layman's language	79%
Recommendation on best eyeglass lens or contact lens to satisfy needs	73%
Evaluation of vision problems with glare, night vision, light sensitivity	72%
Discussion of vision use at work	60%
Discussion of vision use at leisure	56%

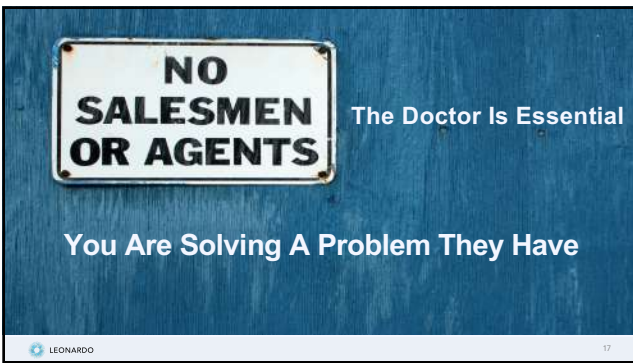
Source: "Patient/Doctor Dialogue During Eye Exams", Johnson Optical Research, March 2009

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15



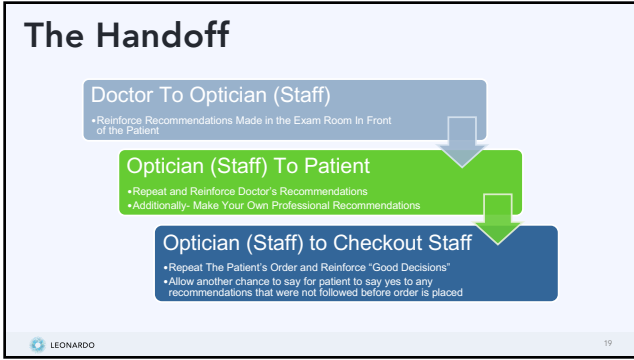
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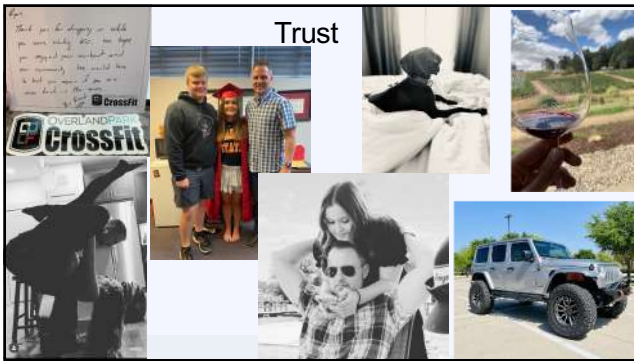
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18



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20



21

Traditional Patient Flow

Typical flow: money part is at the end

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22

Think Outside Of The Box

Rethink Flow

Track Times

Are They Waiting or Shopping/Being Educated

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23

30 Minutes

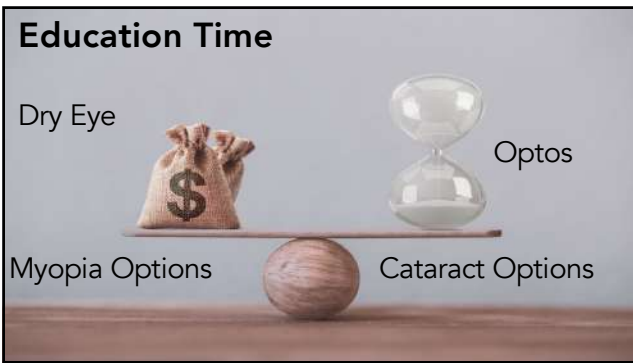
60 Minutes

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24



25



26



27

Endowment Effect

When we own something, we tend to judge it to be of a higher value than others would

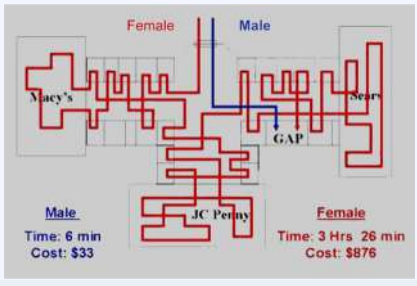


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28

Men Are From Mars

Mission: Buy a pair of jeans at The GAP...



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29

Consumers do NOT like Choices

Consumers purchase less when faced with too many choices...



"Just give me what my insurance covers" is often a dodge to avoid a financial choice...

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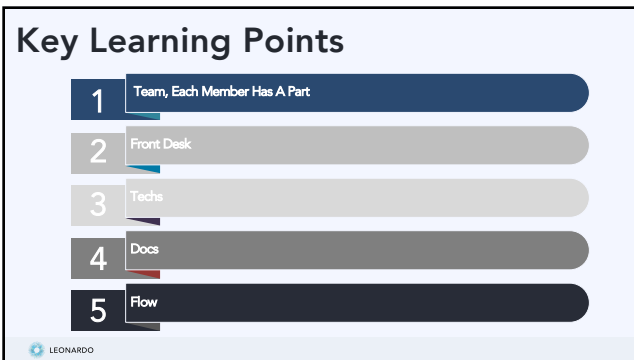
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31



32



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34
