


Making It Rain


Dr. Ryan Parker
EssilorLuxottica



1

Profit

Maximize The Visit



2

Pricing

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

What Is The Eye Markup?

2.5x-3.0x

Financial Goals	Market Position	Customer Base
<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>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>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?

3

 LEONARDO


6

Capture Rate

CAPTURE RATE


Number of patients who purchased eyewear

Number of eye exams that included refraction



$V21^{**} + V22^{**} + V23^{**} + V2781$

92015 Refraction


7

7

Eyewear Capture Rate Range

Eyewear Rxes per 100 Complete Exams Performance Deciles

		Index vs. 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	59	100
40th-49th percentile	58	95
30th-39th percentile	53	88
20th-29th percentile	50	83
10th-19th percentile	43	72
1st-9th percentile	35	58
Lowest		

8

8

Ways To Influence Capture Rate

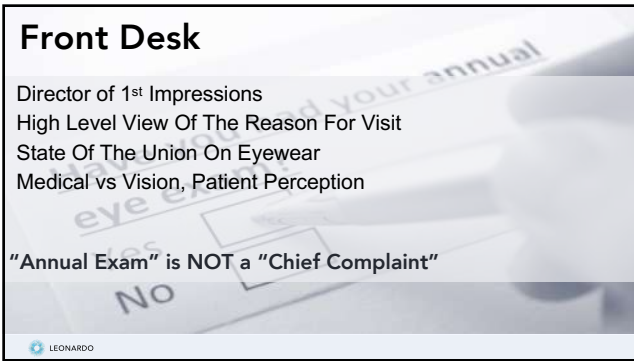


9

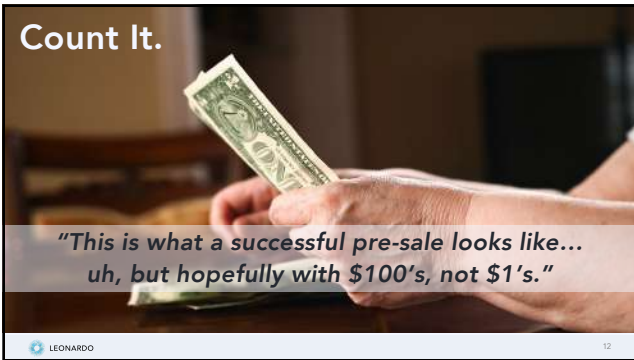
9



10



11



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



LEONARDO

14

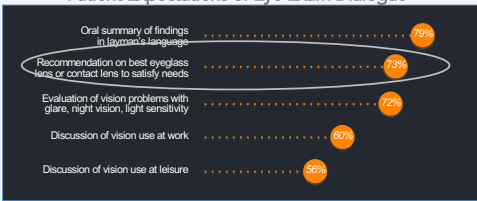
14

What Does the Patient Want?

Patient Expectations of Eye Exam Dialogue

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



LEONARDO

15

15


Docs


Analyze Data, Not Take It (Delegate)

Prescribe From The Chair, For Each Reason For Visit

Do Not Get Into The Weeds On Everything

Most Mistakes Are Made On The Way Out




 LEONARDO

16

**NO
SALESMEN
OR AGENTS**

The Doctor Is Essential


You Are Solving A Problem They Have

 LEONARDO

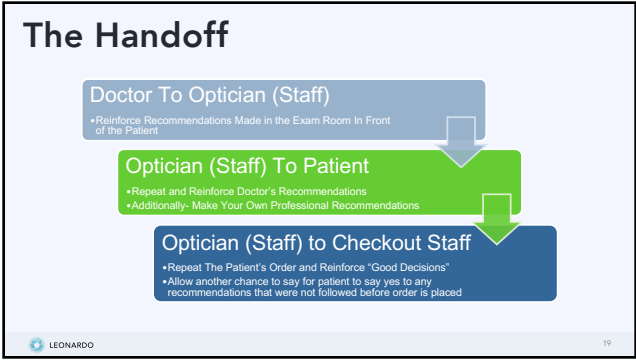
17

“Patients don’t care how much you know until they know how much you care.”



 LEONARDO

18



19



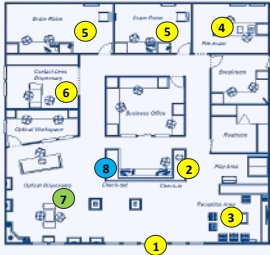
20



21

Traditional Patient Flow

Typical flow: money part is at the end



LEONARDO

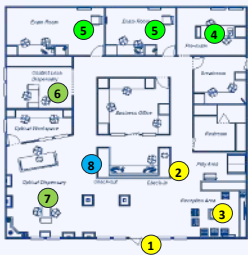
22

Think Outside Of The Box

Rethink Flow

Track Times

Are They Waiting or Shopping/Being Educated



LEONARDO

23



30 Minutes

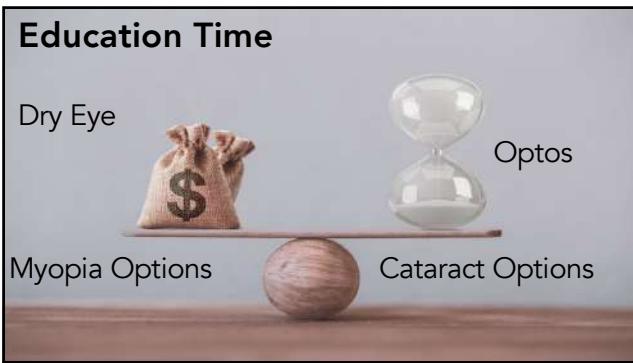
60 Minutes

LEONARDO

24



25



26



27

Endowment Effect

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



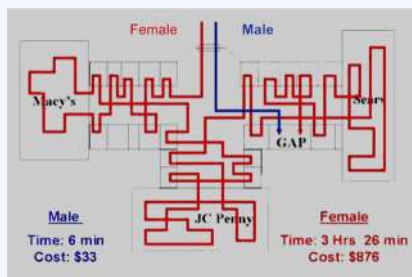
LEONARDO

28

28

Men Are From Mars

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



LEONARDO

29

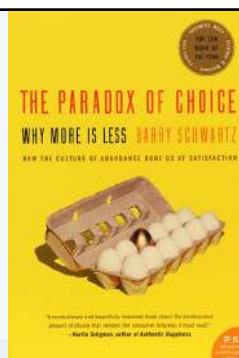
Consumers do NOT like Choices

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...

LEONARDO



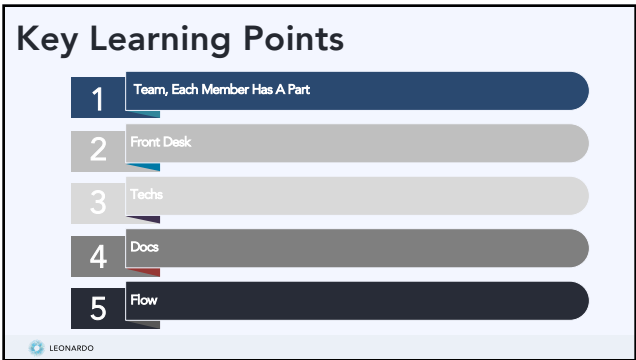
30



31



32



33



34
