**Meeting Minutes: Dr. Ryan Parker (November 10, 2015)**

1. The Role of the OD
   1. The Doctor
   2. Counselor
   3. CEO
   4. Marketing genius
   5. IT person
   6. HR person
   7. Social media
   8. Billing and coding
   9. Fix it (everything)
   10. PR
   11. Maintenance crew
   12. Upholding staff relations
       * 1. ALL OF THESE REQUIRE YOU TO BE ABLE TO DELEGATE
2. His background
   1. Took 6 months to open his practice from the ground up
      1. Nobody wanted to hire him part time in the same area (“I wonder why?”)
   2. He used his product representatives🡪recommends that we do the same
      1. Find the rep. that represents the area that you want to live in.
         1. They can give you input on open positions and are very familiar with doctors in the area.
            1. “When you’re looking for a practice to work at right out of school your reps are gonna be the ones that tell you: Yes this practice is awesome, the Doctor is super cool you would fit in well here, OR No I would be shocked if this practice was open in 3 years.”
            2. “Your reps also know what the successful Doctors in a given area are doing, what is the culture like? What are these Doctors doing differently that sets them apart?
   3. He observed many practices
      1. At this point he can walk into a practice, see it, talk to the Doctors, and instantly know if this is a practice that’s very very successful or one that won’t be open in 3 years.
3. The business triangle
   1. 3 components:
      1. Product
      2. Service
      3. Price
   2. Cannot maximize all 3, so you have to pick 2 (pick the ones that are most important to your demographic)
      1. Example: Disney focused on **product and service** and does not worry about keeping a low price because people “will spend money on an experience that they will never forget”
4. “Disney Experience” for Eyecare
   1. To give your patients the most memorable eyecare experience possible
   2. Must do things different from your competition
   3. **Put a process in place that puts your patient’s vision needs first**
   4. Do not be average, C=OD, but not in practice
      1. He observed optometrists and those that were putting patient’s needs first were the happiest and were not burnt out
5. What do you see
   1. Worst advice in history
      1. Ryan, remember you never have customers just patients🡪don’t view your career this way
         1. **We have both**
            1. **This is what differentiates us from other health professions. We identify their problem and can also sell them a solution to fix it (health and retail side to the field).**
            2. **Prescribe a solution to a problem, don’t recommend it**
6. Our Surveys Often Say:
   1. “That was the best eye exam I have ever had.”
      1. Was it really?-->what made the exam better:
         1. Welcome them to office, eye contact.
         2. Don’t start with business.
         3. Let the patient talk, don’t interrupt.
         4. Repeat what brings them in.
         5. Talk, talk, talk, if you don’t say it you didn’t do it.
            1. Ex: when you are examining a patient’s eye, tell them what you are doing and why you are doing it.
         6. No silence, don’t chart.
            1. Don’t turn away or ignore the patient.
         7. Thank them for coming in today.
         8. PRESCRIBE!!!
         9. I need to see you back in one year to check the health of your eyes again.
         10. DELEGATE.
         11. If we do drop the ball, I’m sorry it’s my fault and I will fix it.
             1. Ask them what do you think we need to do to make you happy.
         12. Have a handoff in place, transfer of authority .
         13. Never let job trays leave the lab. Jeweler’s trays make the patient feel like they’re at the finest eye clinic in town.
         14. Follow up with a phone call one week later.
             1. Ask how their glasses are fitting, if they can see well with them, etc.
         15. Tray presentation is key: can present them will a nice fitting frame can give them a chocolate as wellpresent the glass.
7. How new patients have found him
   1. Most have come from referrals
      1. He has an incentive referral program🡪gives patients a card: if they write their name on it and give it to someone who comes in with it they both get 20 dollars off. It is giving up $40 bucks, but the average patient brings in $320 for him so it’s a no-brainer.