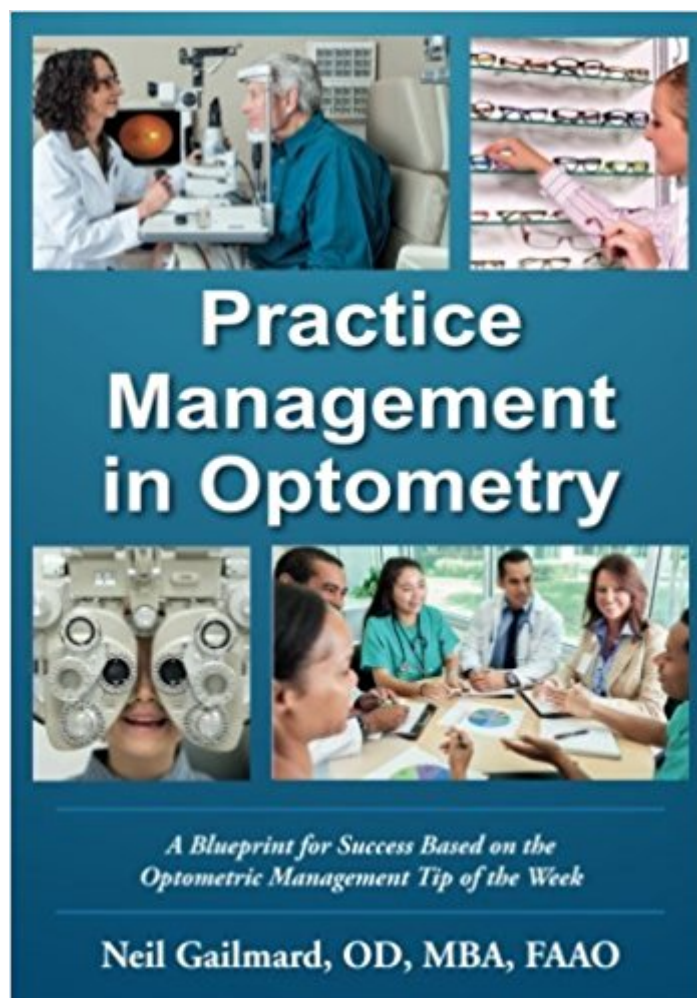




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Practice Management In Optometry: A Blueprint For Success Based On The Optometric Management Tip Of The Week



Synopsis

Written for eye care professionals and for optometry students, *Practice Management in Optometry* provides a comprehensive overview of the business aspects of optometric practice. This book is packed with innovative and practical ideas to increase productivity and profitability in eye care. Based on the popular, long-running *Optometric Management Tip of the Week* e-newsletter, author Neil Gailmard, OD has selected, revised and expanded his best articles and organized them into 20 chapter topics. Dr. Gailmard is a well-known expert in optometric practice management and the content of this book springs from real-world experience in his own highly successful practice as well as years of consulting with hundreds of optometrists. Gailmard presents concepts with a clear and simple approach, while providing enough detail to make implementation easy. Read this book and it will help you build the practice of your dreams. The book is over 700 pages long and includes the following chapters: • Starting and Organizing a Practice • Office Design • Instrumentation • Strategic Planning • Organizational Behavior • Human Resource Management • Office Managers • Staff Training and Meetings • Customer Service • Practice Marketing • Recall and Reactivation • Business Operations • Managed Care • Clinical Efficiency and Delegation • The Medical Model • Contact Lens Practice • Optical Dispensing • Associate Optometrists • Practice Finance and Metrics • The CEO Model

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Customer Reviews

Dr. Neil Gailmard is a renowned expert in the business aspects of optometric practice. He has been helping optometrists with practice management challenges for over 30 years as a:

Practicing OD: Founder, co-owner and CEO of Gailmard Eye Center
Professor/Lecturer: Illinois College of Optometry, University of Houston, and University of California at Berkeley
Author: Former Chief Editor at Optometric Management magazine and published in nearly every journal in optometry. Author of the popular e-newsletter, Optometric Management Tip of the Week.
Consultant and Entrepreneur: Founder of Gailmard Consulting and co-founder of Prima Eye Group which was acquired by IDOC, a national alliance for independent optometrists. Currently Chief Optometric Officer at IDOC.
Industry Speaker: Presented hundreds of lectures at Vision Expo, AOA, AAO, SECO, MBA and other conferences.

FIVE STARS ***** Just got my copy and I highly recommend you do too! At 708 pages, this is easily the best and most comprehensive book of its kind ever published for private practice optometrists. Written by Dr Neil Gailmard, who is arguably the leading speaker and writer on practice management for ODs, this book contains page after page of practical tips and advice. It's a great reference manual from a man who built one of the largest private practices in the country and is more than willing to tell you how he did it.

What a fantastic book! I value Dr. Neil Gailmard's practice management expertise and have benefited from his outstanding guidance over many years. This book will be a treasured possession of all optometry educators, students, doctors of optometry, and those working in the eye care industry. If you want a road map to optometry practice success this book is a must read!

Hello All, I just got a chance to spend some time with Dr. Gailmard's new book and I love the way it is done and how complete it is. You just cannot get better information about this profession ANYWHERE. There is the world class how to experience shared in both what works and why and what doesn't. If you own or manage in an optometric practice and want to succeed and grow, this book is your guide. Enjoy! Buy the book and use it, you will never be happier. Mike

This book is a real diamond and not a zircon. Neil Gailmard has done a splendid job of sorting and consolidating his weekly tips and, even more importantly, he has put them in categories for easy reference not only for the new optometrist who is "still not dry behind the ears" and eager to become a success but also for the older OD who wants to take a moderately successful practice to a new level. I rate this book FIVE STARS.

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