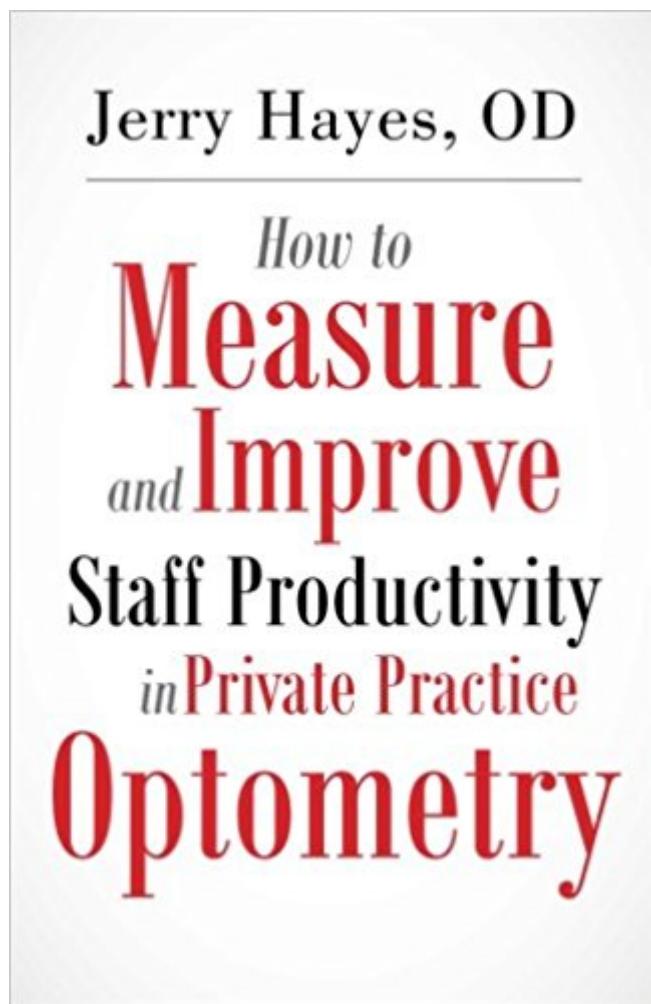


The book was found

How To Measure And Improve Staff Productivity In Private Practice Optometry



Synopsis

This book is designed to help optometrists in any size practice, big or small, do an even better job of increasing staff productivity while improving the level of patient care provided by their team. The following topics are covered: What are your obstacles to growth? How big does your team need to be? When do you need an office manager? How much should you pay your staff? How to deal with salary creep. Do staff bonuses really work? How to give your team a sense of purpose. How often to have team meetings. How to hold employees accountable. Hiring top performers. What Other ODs Are Saying About Jerry's New Book "Jerry uses his down-to-earth writing style to share his vast knowledge and experience in staff management and team motivation. A must-read, this book will help you make more money." • Neil Gailmard, OD, MBA, FAAO; President, Prima Eye Group; CEO, Gailmard Eye Center "Just finished Jerry's book, it is a must read for every OD!" • Tom Stout, OD, FAAO "Jerry deserves to take a bow for producing a book on practice management that is chock-full of his vast experience and insight yet simple, practical and useful real-life examples... and a fun read as well!" • Alan Glazier, OD, FAAO - Founder, ODs on Facebook "Dr. Hayes exposes the road blocks to success that all Optometrists face in private practice." • Howard R. Day, OD - Gardendale, AL "I encourage all ODs who are trying to improve their practice to follow the recommendations and guidelines in this book. You will find your office runs much more efficiently and confidently." • David Miller, OD - Miller Vision Specialties, Greensboro, NC "This book combines a lifetime of business experience with meaningful data and is a "how to" that provides a successful way to move to the next level of optometric practice." • Billy Cochran, OD - Former President, Southern College of Optometry

Book Information

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Customer Reviews

A nationally recognized consultant, speaker and writer on the business side of practice, Dr. Jerry Hayes has a passion for helping other optometrists become more successful in private practice. His work in the areas of staff productivity, practice finance and production metrics has had a positive impact on the way thousands of ODs manage their offices today. Jerry is the co-founder and CEO of Prima Eye Group as well as the owner and President of HMI Buying Group and Red Tray.

Elementary stuff for anyone with any business acumen at all. Oh, and the book assumes you own your optical and is part of all revenue and productivity calcs.

Great core concepts. Like many of this type of book, the key information could be presented in about half the volume. Looking forward to the sequel.

An excellent foundation to organize your practice metrics.

A little too basic. I wanted more information on exact strategies to improve performance. Would be good for a practitioner just starting their first practice.

Great reference for private eye care professionals. I would highly recommend this book.

Jerry is an outstanding leader, author and supporter of private practice. He is a cofounder of the Prima group that has provided me and countless other ODs invaluable consultation. His willingness to work with me has been totally unselfish with many valuable insights to help me grow my practice. He has been an OD and premier business man for which his businesses have been aligned with Optometry. I nominate him for these distinctions to the Optometric profession. Sincerely Warren Johnson ODMemphis Tn

This book is packed with ideas and metrics that will help you take your clinic's profitability to the next level and will apply to optometrists along every revenue and practice net range. I have worked with Dr. Hayes for a number of years and this book is a great illustration of his ability to communicate his knowledge and experience in a format that is readable and relatable.

Jerry Hayes, expert in staff management and owner of multiple successful businesses, has shared

his secrets to success with these practical and proven strategies. You are sure to gain knowledge and improve your practice with this easy to read, how to book. I plan to share with my son-in-law for his dental practice.

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