

## What to expect from this course:

For 3 decades, Thomas Lecoq has helped VT ODs start and expand successful vision therapy practices.

In this course you'll learn the structure and patient flow method he teaches clients. This method is based on what he's found in the most successful practices in the country.

Learn how to structure everything so that every patient you see is fully prepared, knows that vision is the problem and that your practice has the solution and intends to enroll before they see the doctor.

Dramatically increase your conversion rate. Many VT ODs who use this method have 90+ percent enrollment of the patients the doctor sees. How can that be? In this method, community outreach, internal marketing, and structured empathetic communication at every step assures that patients/parents are prepared.

No hard sell, no emotional manipulation is used, in fact Thomas actively discourages it.

This is an overview of our step-by-step-by-step system, including details of the critical first phone call (triage), and the other patient interactions that make up a staff run practice.

What you'll get is access to a practice that's a pleasure to operate, that helps many more children and adults gain access to an entirely different future.

And, when you apply what you learn, you'll gain freedom as you work smarter, not harder.

What will *you* do with that freedom?

### Register for the Essentials Course

	Early bird tuition each	Standard tuition each
First Doctor	\$ 2,250	\$ 2,500
Second Dr.	\$ 1,250	\$ 1,550
First staff	\$ 575	\$ 625
Addl. Staff	\$ 250	\$ 300
Total		

**Early bird deadline February 29, 2020**

Dr. Name \_\_\_\_\_

Second OD name \_\_\_\_\_

Staff Attending \_\_\_\_\_

Payment information {*Please print*}

Name

on CC \_\_\_\_\_

CC # \_\_\_\_\_

VISA

MC

Exp Date \_\_\_\_/\_\_\_\_/\_\_\_\_ 3# code \_\_\_\_\_

Signature \_\_\_\_\_

Email \_\_\_\_\_

**To register:** Fax form to  
760-262-3172

**Or enroll by phone direct at**  
760-686-4648

**We recommend you bring your VT or  
practice administrator along.**

**Essentials for  
Vision Therapy  
Success**

**A stunning new 2 day course  
based on Lecoq Practice  
Development's proven  
system and method.**

*What they didn't teach you  
about having a successful  
vision therapy practice  
in optometry school.*

**March 21-22, 2020  
Phoenix, AZ**

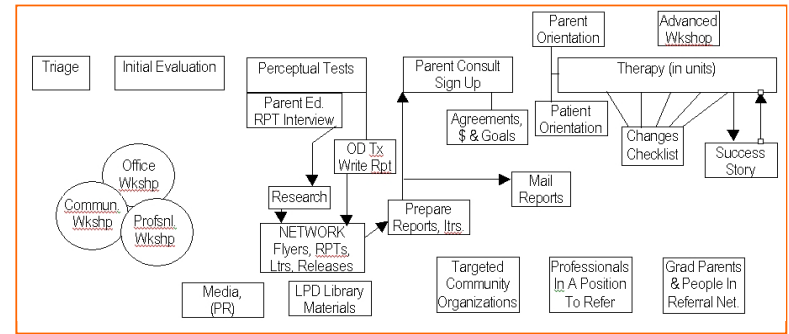
**Host: Aleta Gong, O.D., FCOVD  
Accent Eye Care and  
Sports Vision Therapy**

**Call 760-686-4648 to Register**

# Structure your VT practice for success

Why do some vision therapy practices thrive while others languish? What is it that makes the difference?

Successful, busy therapy practices have a **system** in place that has staff preparing patients for what's to come. They have a step-by-step-by-step structure in place that makes certain that every parent or patient knows that vision is the problem and that the practice has the solution. Low performing therapy practices do not.



**The purpose of the course is to provide the system you need to develop a successful, prosperous and satisfying practice.**



This 12 hour intensive course is based on the 36 years Lecoq Practice Development has spent consulting and training VT ODs on exactly what to do to have a great practice. It is the system found in the best practices.

We know that a staff run practice, using this system, drastically increases resale value at retirement. It also means that doctors need not face years of struggle and learning from mistakes before achieving success.

## EXTRAS:

*Every participant will receive essential materials and PowerPoint notes as well as select how-to videos for review.*

*You'll learn several powerful demos and language to use in the key steps.*

*Your staff will learn how to handle that critical first call so that patients and parents you see arrive prepared to enroll their child or themselves in VT.*

*You will learn economic formulas that make VT work financially*

*There will be ample time for Q&A.*

The Essentials course is delivered in 6 structured segments of various lengths. There is ample time for questions and discussion. This is a business course and is not clinical.

**Segment 1:** The market for VT; escape managed care; startup projections for VT; facility requirements; insurance issues; pricing strategies; profit margins; private pay only. KEY DEMO: Up Down Reader.

**Segment 2:** Communicating the VT Message; explanation vs. experience; power of observable signs; the communication protocol that works; inviting to take action; preview of the practice flow map. KEY DEMO: Double Vision Demos.

**Segment 3:** Overview of how to organize the practice; the critical first contact; the system map of the step-by-step-by-step Lecoq system; VT with primary care/VT only (care tracks). KEY DEMO: Why saccades count.

**Segment 4:** The Structure mapped out; details of each step; staff actions; what to say at each step; the sign up process; patient/parent orientation; setting up a VT space. KEY DEMO: Near Point of Discomfort.

**Segment 5:** Marketing Vision Therapy; workshops & community outreach; what to say; how to set up talks and events; electronic outreach; teacher outreach; build referral sources. KEY DEMO: Pursuits and Mixed Letters.

**Segment 6:** The staff run practice; the key employees & what they do; plus roles and hiring guide; training resources for therapists; Q&A and completion.