

Imagine what it would be like if patients arrived seeking vision therapy, knowing what it costs, time requirements and with money and insurance issues handled. In this course you'll have a breakthrough in your ability to generate eager therapy patients from your community and from your existing practice.

For 30 years, Thomas Lecoq has helped ODs build and sustain highly successful VT practices.

We're known for teaching that intangible element that makes those "great practice building ideas" work.

That's what makes Lecoq Practice Development stand out among the host of optometric consultants.

Now you can get the essence of the practical benefits of Thomas and Ameer Lecoq's training, materials and system.

**In our new, "More Patients Breakthrough Course," we'll teach you exactly how to convert an interested listener into a booked therapy patient.**

	Early Bird Tuition	Standard Tuition	Total
Doctor	\$2125.00	\$2500.00	
2 <sup>nd</sup> Doctor	\$892.50	\$1050.00	
1 <sup>st</sup> Staff	\$637.50	\$750.00	
Add'l Staff	\$255.00	\$300.00	
Total			

**Early Registration ends October 1, 2016**

Total Tuition: Dr. \_\_\_\_\_

+ Staff #1 \_\_\_\_\_

+ Staff # 2 \_\_\_\_\_

+ Staff # 3 \_\_\_\_\_

**Total** \_\_\_\_\_

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

Assistants \_\_\_\_\_

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

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

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

Signature \_\_\_\_\_

Email \_\_\_\_\_

**To register: Fax form to 760-240-4794  
Or enroll by phone direct at 760-686-4648**

A detailed registration form and questionnaire about your practice is available at [idealvt.com](http://idealvt.com). Most Issues reported to us will be discussed as a part of this course in a coaching format.

**Where to stay:** Arrangements will be made for a group rate at a nearby hotel. Ask Ameer for details



**Lecoq Practice Development**  
*Presents their acclaimed*

# **More Patients Breakthrough Course**

**October 21-23, 2016**

**At the office of:**

**Robert S. Fox, O.D., FCOVD**  
1202 Troy-Schenectady Rd  
Latham, NY 12110

Powerful communication is not a matter of forcefulness, selling or persuasion.

At the end of a powerful interaction, parents or adult patients simply *know* that the problem is vision, that you have the solution and they sign up.

Having more patients is the outcome of delivering powerful communication.

In this course you'll gain the ability to communicate in a way that generates booked exams, referrals or therapy enrollments.

### A.D.D. Just Doesn't Add Up!

Attention deficit disorder (A.D.D.) is a learning disability that affects the ability to concentrate, follow directions, and complete tasks. It is often associated with hyperactivity and impulsivity. The symptoms of A.D.D. can vary from mild to severe and can affect a person's ability to function in school, work, and at home.

1. Inattention  
2. Hyperactivity  
3. Impulsivity  
4. Difficulty following directions  
5. Difficulty completing tasks  
6. Difficulty organizing  
7. Difficulty remembering  
8. Difficulty concentrating  
9. Difficulty staying on task  
10. Difficulty listening  
11. Difficulty reading  
12. Difficulty writing  
13. Difficulty speaking  
14. Difficulty interacting with others  
15. Difficulty managing time  
16. Difficulty managing emotions  
17. Difficulty managing behavior  
18. Difficulty managing stress  
19. Difficulty managing anxiety  
20. Difficulty managing depression

Client: Fred  
A.D.D. (AD/2004)

Flourishing words or letters when reading or writing. These signs are often linked to dyslexia. Some examples may point to visual problems.

S A W W A S  
P q  
d b

## DYSLEXIA or REVERSALS

Many children experience an intense period of confusion in the following months if young people being positive people. This is often due to the fact that the brain is still developing and the child is still learning to read. This is a normal part of the process and should not be a cause for concern. However, if the child is having difficulty with reading, it may be a sign of a learning disability such as dyslexia. It is important to seek help as early as possible to ensure the child receives the appropriate support and intervention.

How to Identify Visual Limitations that Restrict Reading and Learning

1. Inattention  
2. Hyperactivity  
3. Impulsivity  
4. Difficulty following directions  
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### VISION IS LEARNED-EXPERIENCED

o e a d s e n s w n m g C  
r y t l e u s h i r t o r n n o s n  
f o o l s m t t t t f e n y  
t i o o s e l i d e a h g l a e y o  
d o y t D g a h e a p e n l i n s l e  
d e m A l . o t g r u a l o e r f v a o  
o n n s a o o e s t t d l m p r  
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e w e a o s e . l s p l  
d w e a o s e . l s p l  
s t l r e t l d n e o

Client: Fred  
A.D.D. (AD/2004)

You'll receive a library of forms, flyers, PR material, our remarkable "The Talk" scripts, demonstrations & handouts that lead your attendees to book their VT evaluation or enroll in therapy.

Add to that letters and guides to community outreach, plus certificates, thank you letters for attendees, and much more.

Not just copies, but Word files you can use as is, or modify to suit your special interests.

It would cost you thousands to have a PR professional produce these materials for you. All this is included with your course tuition!

### Certificate of Participation

John Bowles

Mr. John Bowles, Editor  
San Mateo, CA 94404

Dear Mr. Bowles:

I would appreciate your publishing the following workshop announcement in your events listing:

OH THOSE ACHING EYES 70 percent of computer users experience headaches, blurred vision and visual distortions. What can be done? Here's a workshop with practical answers from state-of-the-art visual A.D. DR ADDRESS from TIME to DATE. The workshop is free. Call (800) NNN-NNNN for reservations.

October 17, 2004

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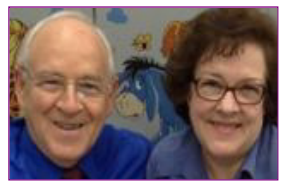
**Attendance is limited to 5 ODs (plus host). To assure your place, please register as early as possible.**

**If you'd like to discuss your practice take advantage of our free initial phone consultation. Call Thomas or Ameer at 760-686-4648 to set a time.**

# Promises of the More Patients Breakthrough Course

In this 3-day course, you will learn to communicate the vision therapy message so that people you speak with schedule initial exams or enroll in therapy. You'll learn a way of speaking about (and promoting) vision therapy that touches the heart of parents, educators and others in a position to refer. All this without resorting to hard sell or manipulation.

- You'll learn to deliver our extraordinarily effective presentation, "The Talk," in your office, to community groups, professional organizations, educators and other referral sources.
- You'll learn exactly how to convert attendees into patients using our powerful RTEC method
- You'll receive our special scripts, and practice communicating effectively with any group
- You'll learn "Magic Sentences" that instantly engage everyone who hears you
- You'll develop the ability to consistently fill your audience with exactly the right people
- Learn effective demonstrations that leave audiences *knowing* that vision is the problem
- You'll get the tools and materials you'll need to make your community outreach pay off, plus written guides on how to carry out productive community outreach campaigns
- You'll have lots of time for questions and coaching specific to your practice
- You'll learn to generate patients from an existing primary care practice, and even how to raise your patient load in a VT-only setting



**The Presenters:** Thomas and Ameer Lecoq have three decades experience in helping VT practitioners grow their patient load and referral networks. In this course, you'll receive the same instruction and coaching the Lecoqs provide during their full consultations, but with the benefit of having more time for personal practice. You'll leave able to apply what you've learned immediately.

**Bring your staff:** We encourage you to bring key staff to this course. If you have a Vision Therapy Administrator, s/he will learn to be effective at generating community outreach opportunities as well as how to apply our basic concepts to increasing VT enrollment. Your practice administrator will be motivated and better able to help you grow

**Try us out:** If you've thought about doing our consultation, this is the perfect way to find out how we work and whether we're a good match for what you need. Your full tuition applies to a future consultation, and since the course IS Step One of our full consultation, you'll be ahead of the game.

Visit [www.idealvt.com](http://www.idealvt.com) to register. Please fill out an information form to tell us about any issues you'd like to have us cover during your course.

