

## More Patients Breakthrough Course Outline

*Every course is different, reflecting different doctors' situations and interests. For that reason, the actual schedule may vary somewhat from this outline.*



### Day one

**Section 1 Introduction:** Dr. and staff introductions and sharing objectives for the course. Discussion of the methods we use to generate more patients, and of what it means to have a breakthrough in booking VT patient evaluations or therapy enrollments.

**Section 2 Distinctions:** Basic power and language distinctions. Revealing effective communications foundations we will all use to generate patients. Definition of staff roles for key therapy related personnel.

**Section 3 R.T.E.C.:** Our proprietary method for converting interested people into booked patients.

**Section 4 The Basic Talk:** Rehearsal, along with the use of basic handouts and hands-on practice of the R.T.E.C and the critical explanations.

**Section 5 Handouts for The Talk:** Rehearsal and beginning to use the handouts, becoming aware of the parents point of view of what you are presenting.

**Section 6 Demonstrations:** We will practice basic demonstrations used in conjunction with the workshop for general audiences. Additional demonstrations will be provided and rehearsed on Day 3.

### Day 2

**Q & A** period for questions or concerns that arose overnight.

**The Talk Continued:** We will continue with The Talk, including the use of handouts and demonstrations. Once every doctor has delivered at least a portion of the talk, we will move on.

**Section 7 PR Materials:** Press releases, certificates, letters and other materials for community outreach.

**Section 8 Flyers:** Flyers and their use in promoting talks.

**Section 9 Inviting:** How to get people to attend your talks. Special invitation method for getting important people to attend. Defining and rehearsal of the shake out.

### Day 3

Begins with discussion of questions, issues or concerns that emerged overnight.

**Section 10 The Talk for Educators:** The Talk modified for an educator audience. or for a special, enlarged workshop for CE units. Additional demonstrations.

**Section 11 Educator Talk Materials:** Handouts, checklists, certificates, letters, press releases for publicizing the workshops

**Section 12 Community Outreach:** A more detailed review of Community Outreach marketing of vision therapy. Guides and hints, checklists. Making the most of opportunities and contacts

**2 P.M. Course Ending:** *We will end the formal course at 3 p.m. to accommodate participants who need to leave early for transportation or other reasons.*

**Informal Discussion:** After 2 p.m. Questions and answers about the program. This informal session will incorporate information from our 28 years of consulting experience.

*From time to time, we may briefly discuss or display aspects of our overall practice development system. These are beyond the intended scope of this course and are presented as needed to provide a context for the elements of communication you will be learning.*