

**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 therapy patients from your community and existing practice.**

Books, magazines and articles are loaded with tips and strategies for expanding vision therapy practices. Lots of doctors work diligently to implement these good ideas, yet get disappointing or inconsistent results.

For 27 years, Thomas Lecoq has helped ODs build and sustain highly successful VT-only and combined primary-care/VT practices. We're known for teaching that special something, that intangible element that makes all those "good 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 Anee Lecoq's training, materials and system in a series of special 3-day courses held throughout the U.S.

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

**Tuition for the More Patients Course:**

\$ 2,250 before January 15, 2010, \$2,500 after

**Additional staff tuition:**

\$ 750 for first staff (VTA or associate Dr.)

\$ 325 for second staff person

\$ 200 for third staff person

<b>Total Tuition</b>	Dr.	_____
	+ Staff #1	_____
	+ Staff # 2	_____
	+ Staff # 3	_____
<b>Total</b>		_____

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

Assistants \_\_\_\_\_

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

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

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

MC \_\_\_\_\_

Signature \_\_\_\_\_

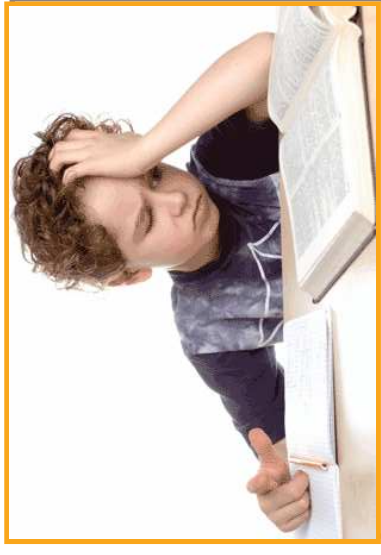
Email \_\_\_\_\_

**To register: Fax form to 760-240-4794**

**Or enroll by phone direct at 949-244-3214**

\* 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:** Numerous hotels are located near the course site. We will email a list to you.



**Lecoq Practice Development**  
*Presents*

# More Patients Breakthrough Course

**January 29, 30, 31, 2010**

Host: Phillip Bugaiski, O.D., FCOVD

10210 Berkeley Pl. Dr., Ste #200.

Charlotte, NC 28262

**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 always results in booked exams or enrollment in therapy.**

# Promises of the More Patients Breakthrough Course

In this 3-day course, you will learn to communicate the vision 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 your audiences
- You'll develop the ability to comfortably fill your audience with exactly the right people
- You'll master unique demonstrations that leave audiences *knowing* that vision is the problem
- You'll learn winning stories and how to use them to book evaluations and generate referrals
- You'll receive all the tools and materials you'll need to make your community outreach thrive, plus written guides on how to set up and carry out effective community outreach campaigns
- You'll have lots of Q & A 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 Amee 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 Lecoq's 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 become highly effective at generating community outreach opportunities as well as applying our basic concepts to increasing VT enrollment.

Chief therapist or key therapists will learn to apply the methods of this course to their interactions with parents to boost parent referrals—the most important referral source of all.

Reception (Patient Care Coordinator) will learn how to better prepare patients so when they see you, they will be highly likely to move forward with therapy.

Your practice administrator will be motivated and better able to help you grow

Visit [www.idealvt.com](http://www.idealvt.com) for a full application and information form to tell us about issues in your practice you'd like to have us cover during your course.



**SAW WAS P g b**

**DYSLEXIA or REVERSALS**

Attention! This is the only program that works! The only program that works! The only program that works!

**Who Identify Visual Limitations Restrict Reading And Learning**

Identify visual limitations that restrict reading and learning. This program is designed to help you identify visual limitations that restrict reading and learning. It includes a comprehensive evaluation and a detailed report that identifies the specific visual limitations that are affecting your patient's reading and learning. This program is a must-have for any vision therapist.

**VISION IS LEARNED-EXPERIENCE**

Learn how to communicate the vision 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.

**Certificate of Participation**

Alpha Brevitas

Participated in the Vision Therapy Breakthrough Course presented by Thomas D. Levoq and Amee Lecoq.

**Attendance is limited. To assure your place in this unique course, please apply as early as possible.**

**If you have issues in your practice you'd like to discuss, take advantage of our free initial phone consultation. Set yours up by calling 949-244-3214.**

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

Major ADHD symptoms include inattention, hyperactivity, and impulsivity. This program is designed to help you identify visual limitations that restrict reading and learning. It includes a comprehensive evaluation and a detailed report that identifies the specific visual limitations that are affecting your patient's reading and learning. This program is a must-have for any vision therapist.

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