

Enrollment form for Lecoq Practice Development's

More Patients Breakthrough Courses

Please fill in this form to register for your Breakthrough Course. We also ask that you complete the questionnaire on page 2 to provide information we will use to help you get the most from your course. Although the course curriculum is set, it was formulated to allow opportunities to address issues you identify on your questionnaire. The information you provide is confidential. Please fill in and fax this form to 760-240-4794.

PRINT PLEASE

Dr. Name _____ FCOVD FAAO

Practice Name _____

Address _____ City _____

State _____ ZIP _____ Office Phone _____

Cell _____ Fax _____

email _____ Years in practice _____

The following staff will accompany me (Limit 3): _____

Please enroll me in the following course:

More Patients Breakthrough Course *May 15, 16, 17, 2009, Irvine, CA*

How to communicate to any group, patient or professional so that they refer, set up an initial evaluation or enroll in VT. Held with a limited number of participants at the office of Julie Berg Ryan, O.D., FCOVD.

“You have a wonderful reputation in the developmental vision community. That said, you have exceeded my expectations. I was most pleased with the excitement that my staff has for implementing the program so that we can help more and more children and adults reach their God-given potential.”

--Ken Westcott, O.D., FCOVD

All courses include scripts, forms, PR & marketing material you'll need to implement what you learned

Course Tuition:

Course tuition is \$2,250 for the doctor if paid 21 days prior to the course, \$2,500 thereafter

Calculate fee: Doctor _____

Up to 3 additional staff members: *First staff add \$750* First staff _____

Second staff add \$375 Second Staff _____

Third staff add \$250 Third Staff _____

TOTAL _____

Payment information: (If you prefer, you may call in your credit card information to 760-686-4648)

Print name as it appears on your card _____

Card # _____ MasterCard VISA

Expiration Date ____/____ 3 number security code on back of card _____

Your signature _____ Date _____

FAX to Lecoq Practice Development, Thomas Lecoq 760-240-4794

How to get the most from your breakthrough course...

Our course is based on the consultation and training we offer our clients, but are more focused and detailed in nature. The course includes training, practice and coaching, not just theory. The objective is that by the end of the course, you and your assistant will possess the ability to apply what you've learned starting your first day back in the office. You will also receive and learn to use our forms, PR materials, flyers and our powerful demonstrations.

Take a moment to fill out this questionnaire about your practice and your plans for doing more with VT. Although our courses are focused on specific aspects of VT practice development, we plan to address selected other issues that may be of concern to participants. Here is a list of the concerns we most commonly encounter among doctors who provide, or want to offer, vision therapy services.

What is your biggest frustration with the therapy, or other aspects of your practice?

Please check all that apply, circle any specific problems you encounter on the list, then add your own comments.

- Frustrated by people who walk away needing VT, not getting the help they need (Low sign-up rate).
- Lack of public knowledge of the value of therapy; educators/professionals unaware of VT.
- Dealing with insurance, scheduling and payment issues.
- Managed care/3rd-party makes it very difficult to make vision therapy work.
- Don't have enough time with each patient to present therapy effectively.
- I would like to have more freedom to spend time with family or doing something else.
- Reports take too much time and trouble – often late or not done at all.
- Marketing, referral networking, community outreach doesn't seem to get done or is hit and miss.
- I have tried a lot of things to promote therapy, but they don't seem to be effective or to last.
- Staff problems (circle) conflicts, bickering, uncooperative, poor teamwork, complaining, won't take responsibility, lack of training, constantly miss details, make too many mistakes, sabotage VT.
- VT case load see-saws up and down.
- Practice net income is low.
- Have no clear action plan; not quite sure where to start or exactly what to do.
- Can't seem to juggle all the details.

Are there any frustrations you are experiencing that are NOT listed?

Is there a particular issue that you would like help in resolving?
