

Business Aspects of Contact Lens Practice



fb @btoptom @tksoptometrists



THE SOFA KING



THE SOFA KING

Let's Relax

And Chat



STAYING HOME ROCK'S

Turnover Disappeared Overnight



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Profit Disappeared



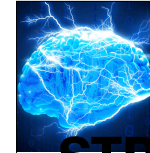
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Business Suffered



**We Had
Thinking Time**



STRATEGY PLANNING



PRACTICE CHANGES

**What is in place that helped
protect TK&S Optometrists**



**The Recipe for Practice
Success**
Take Home Tips
from

Brian Tompkins





EDUCATED SMILES			
EMERGENCY APPOINTMENT CHEAT SHEET			
Casualty	Same Day/Next Day*(Booked as Emergency)	Not Available (Consultation)	
Chemical Burn Penetrating Injury Sudden Loss of Vision Dramatic Decrease in Vision*	Dramatic Decrease in Vision* Lost Lens on eye Scratched Cornea Sudden onset of Pain Sudden onset of Blurred Vision** Sudden onset of Double Vision** Sudden onset Painful Red Eye (especially if CL wearer) Severe Pain New onset Haloes around Lights SUDDEN onset Double vision**	Lid Lump (long standing) Painless Red eye Blurry Vision**	
* - Ask Optician Advice ** - High Chance will be Dilated			
Key Question - When did you first notice it?			





Thankful for Business Model



SPECIALIST
SERVICES

DRY EYE CLINIC

This 1 hour consultation includes:

EYEQ CARE
PLANS



SPREAD THE COST
OF YOUR EYECARE

#TKSeyeCARE
#contactlenscare
#eyehealth

At TK&S Optometrists we have two ways for you to pay for your eyecare.

eyeQ Care
Plan

The cost is spread
in monthly
instalments

~~Pay Per Visit~~

~~Allowed to
spread the cost
only.~~

All of our contact lenses wearers are required to join a plan in order to
benefit from essential continuous care.

MORE ABOUT EYEQ CARE PLANS



Retention Of Fees

98%



Retention Of Fees

PRACTICE CHANGE

what needed to be done in the short and long term

PROTECT

Contact Lenses are Safe to Wear

Education
Team
Education
and
Education
Education

Protect your Business

2020

12345

QUIZ

REBUILD

Target Lapsed Wearers



If you fail to plan,
you plan to fail.

I urge you to look at eyecare plans

~~FUTURE~~ **NOW**
PRACTICE
THE FUTURE IS IN YOUR HANDS



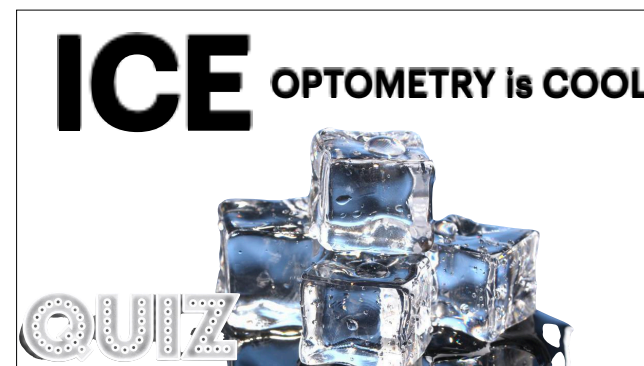
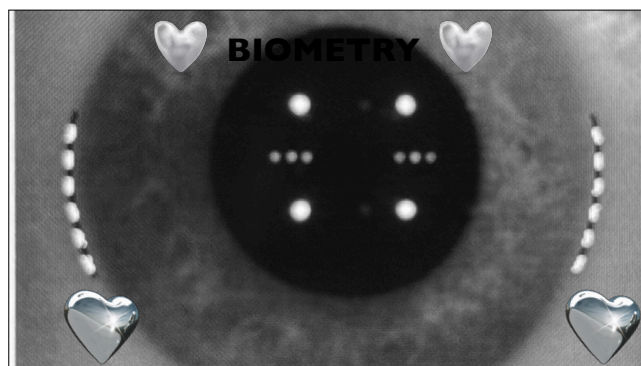
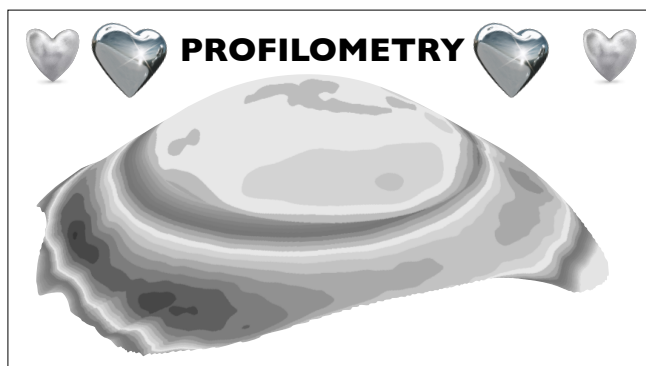
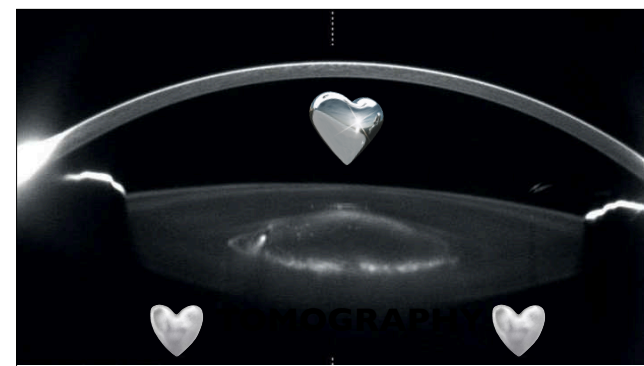
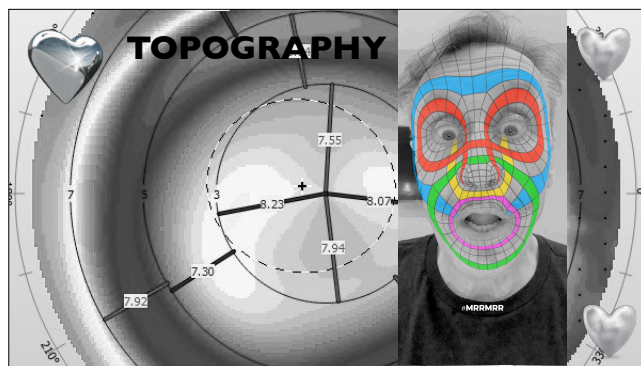
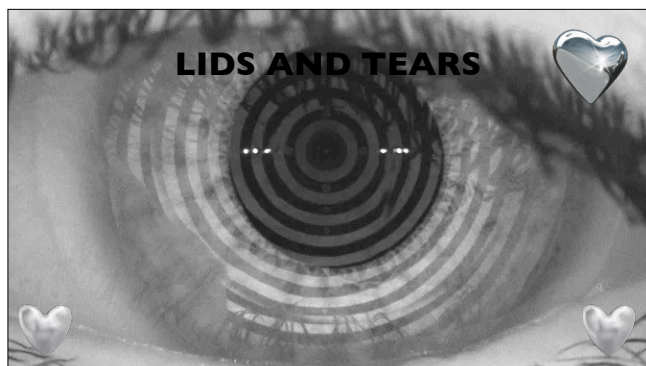
Practice Specialties

How to Differentiate

DRY EYE MANAGEMENT

#HAPPYTEARS

IMAGING TECHNOLOGY





**Examine Your
Business**



**I AM THE
SOFA KING**



WHY AM I SHOUTING



SAY WITH ME



**BECAUSE I AM
SOFA KING
PASSIONATE ABOUT
OPTOMETRY**

**I HOPE I HAVE
SHAKEN UP YOUR
PRACTICE THINKING**



**Learn
Try
Experiment
!! Enjoy !!**



**Now
Let's
SHAKE**



Contact Connect Cocktail



**Basil
Ice
SA Gin
Lime or Lemon
Sugar
Basil Leaf Garnish**



**Serve
&
Chat**



Sofa Time





FUTURE PRACTICE

MAY NEVER BE THE SAME AGAIN

#covidsilverlinings

THANK YOU

