



VM 2011  
global  
Leadership  
summit





# Jerry Hayes, OD

Founder, Prima Eye Group



# Simon Sinek

## “START WITH WHY”

HOW GREAT LEADERS INSPIRE EVERYONE TO TAKE ACTION

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People Don't Buy

What You Do, Or

How You Do It.



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## “START WITH WHY”

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People Don't Buy

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How You Do It.



They Buy WHY You Do It

# The WHY For Jerry Hayes, OD

**My History and Personal Mission is;  
Help Independent OD's not Just Survive...  
But Thrive in Private Practice Optometry.**

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# 1981 – Hayes Marketing, Inc.

The image displays a collection of marketing materials from Hayes Marketing, Inc. in 1981. At the top, a blue banner reads "1981 – Hayes Marketing, Inc." Below this, a large sheet of paper features various postcard designs and a dispensing rack. The postcard designs include:

- "Postcards especially for your eyecare practice" with a sub-section "Promote your professional image" and a phone number "1-800-458-4144".
- "HMI Eye Health cards help you educate patients" with a sub-section "Your choice of FREE messages".
- "NEW! Postcard dispensing rack".

Below the main sheet are two brochures:

- Left Brochure:** "Products That Build Your Eyecare Practice" (Winter 1987, Vol. 127). It features a woman holding a product, a "NEW! Low Cost Saline and Soft Lens Cleaners" advertisement, and a "Special Offer Save \$50 on HMI UV Treatment".
- Right Brochure:** "Make Your Practice Grow 1988... Use proven Builders!" (Winter 1988, Vol. 18). It features a large red arrow pointing upwards and a calendar for "MARCH '88" with the text "Plan NOW to attend... HMI Practice Development Seminar in San Francisco on March 12 and 13!".

# 1983 HMI Buying Group



Billed 4,862 Active Members in 2010



1991 – Business Advisor Column

**OPTOMETRIC  
Management**

Monthly Articles on the Business  
Side of Private Practice

1994 – Hayes Consulting

**HAYES**  
consulting

Budgeting, Practice Profitability, Overhead Control

1996 – e-dr.com



First Online Ordering Platform  
Predated VisionWeb and Eyefinity

# 2005 – Hayes Center @ SCO

**HAYES CENTER**  
FOR PRACTICE EXCELLENCE

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SOUTHERN COLLEGE OF OPTOMETRY



## MISSION

Educate and Support Students, New Graduates,  
and Independent OD's on the Business Side of Private Practice

2005 – CibaVision Essilor



Original Faculty Member  
Co-Developed the Practice Finance Program

## 2007 – Red Tray



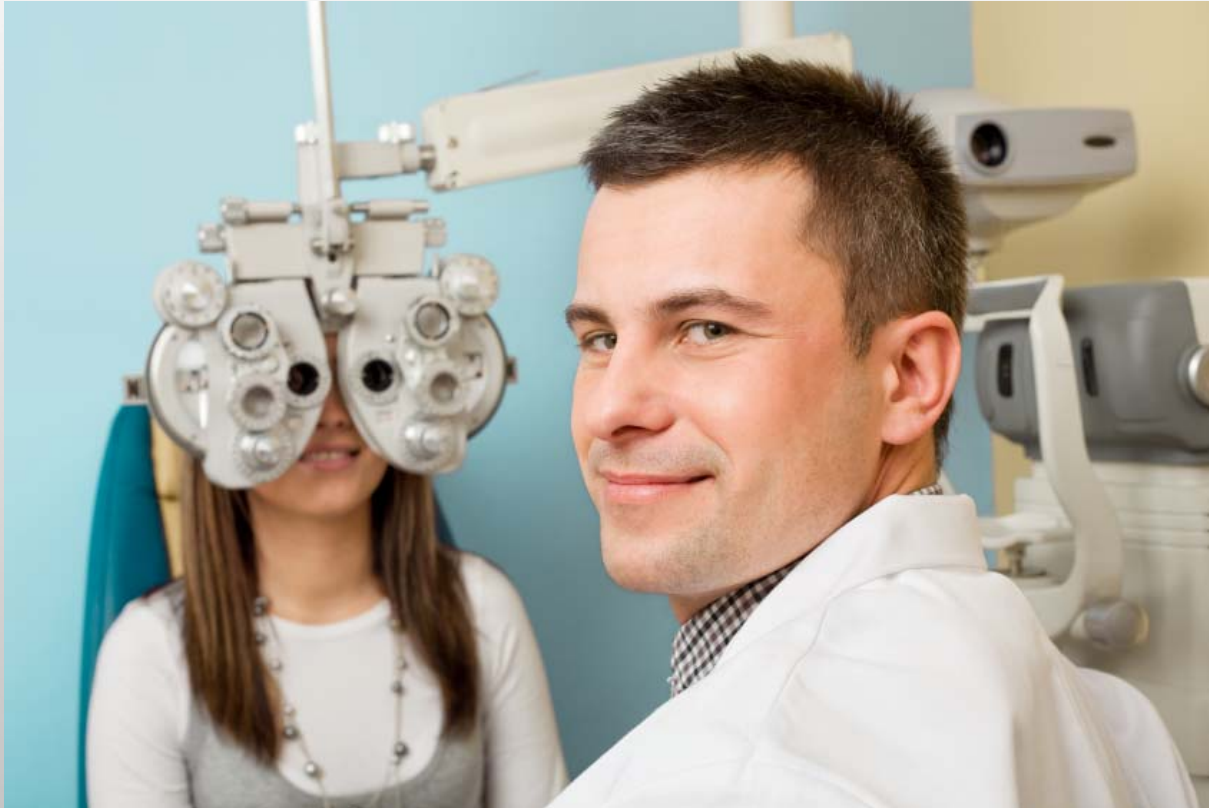
- **Focused on Optical Lab Services**
- **412 Active Members**
- **Member purchases are up 57% Year Over Year**



# Introducing New Alliance For OD's



# Why Prima Eye Group?



**OD's Get Excellent Training and are Very Good at Clinical Side of Private Practice**

# Why Prima Eye Group?

**OD's Don't Get Enough Training In;**

- **Marketing**
- **Budgeting**
- **Managed Care**
- **Staff Management**



# Why Prima Eye Group?



- **Sharp OD's Can Excel When Given Marketing Support and Business Building Education**

# How Does Prima Differ From Traditional BG?



Membership Is Fee Based

Prima Does Not Bill + Collect Member Purchases



# Focus On The Southern States



Based In Atlanta, Georgia



# Business Building Education



Next Meeting May 19-21

# Peer to Peer Roundtable Groups



8-12 OD's Meet Twice Year  
To Share Best Practice Ideas

# Benchmark Key Practice Metrics



Survey Members And Produce Confidential Written Reports

# Marketing Support



**PRIMA**  
EYE GROUP

Create Consumer Brand For Prima Members

# Benefit To Suppliers



Target Market Of High Earning OD's



# Limited Number Of Key Suppliers



Contact Lenses, Frames, Optical Labs, Equipment

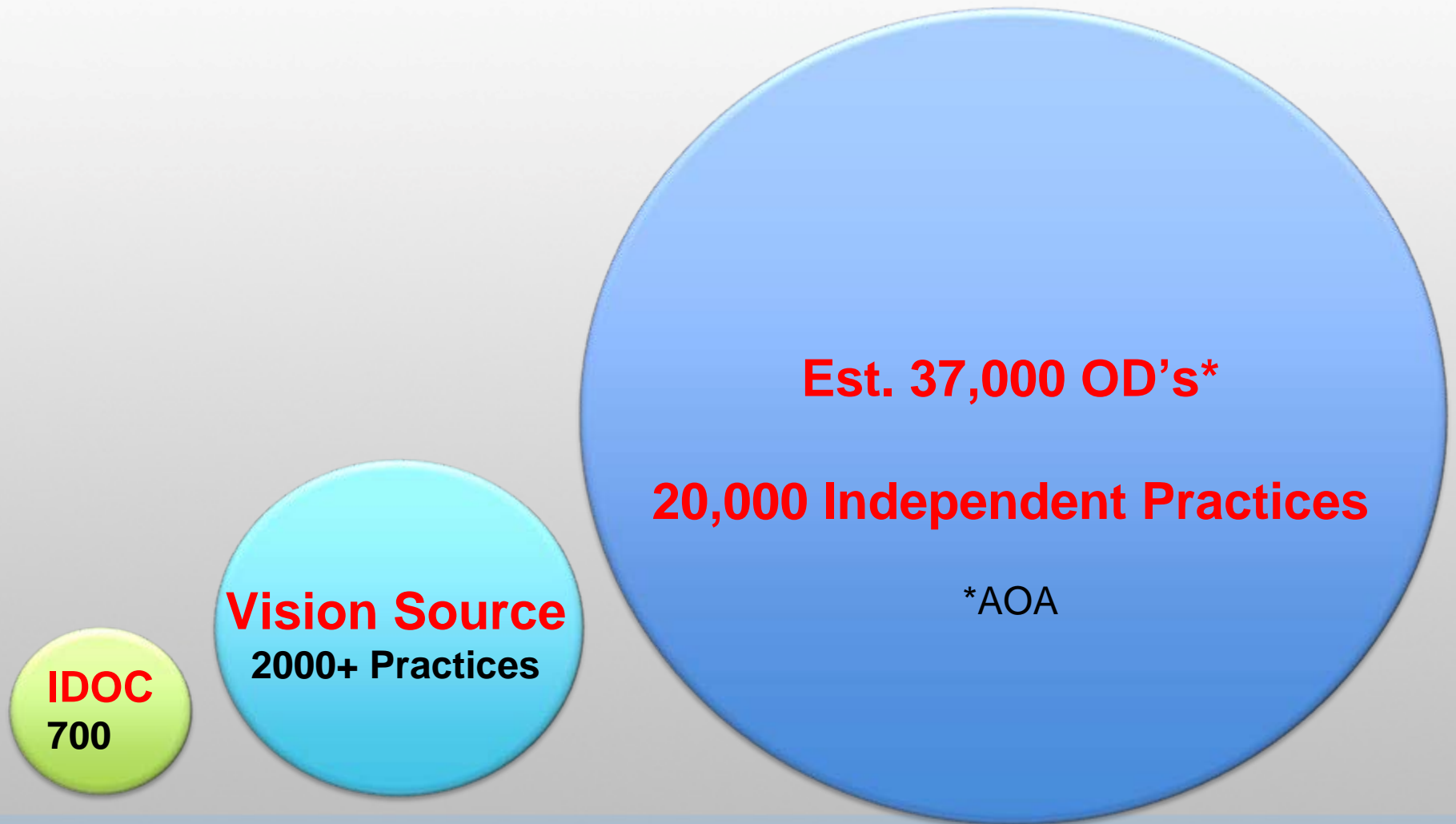


# Is There Room For Prima?



VS Clear #1

# 20,000 Independent Practices



Plenty Of Room For Groups With Right Formula

# Why Prima Eye Group?



- **You Can Help Mainstream OD's Grow By Providing Business Building Content And Marketing Support**
- **We Have Proven Track Record of Success**

# Our Mission

**Help Independent OD's Not Just Survive...**

**But Thrive in Private Practice Optometry.**



Thank You!