



VM 2011  
global  
Leadership  
summit





# Jerry Leiblein, OD

Co-Founder and CEO of OD EXCELLENCE



*OD* EXCELLENCE



## OD EXCELLENCE

*"Driving excellence in eye care practices -  
excellence in business, excellence in care."*

# Enhancement company



- **OD EXCELLENCE works with Doctors who want to accelerate their growth & profitability**

***Focus groups told us they are  
working harder and making the  
same or less net income with:  
no end in sight.***

# THE FACTS:

- Accordingly to 2010 census, 68% of the optometrists gross under \$600,000.
- Independents deliver 67 % of all eye exams but only 43 % of the eyewear sales. A loss of \$4 billion annually due to prescriptions “walking”.
- The majority of the optometrists are not taking optimal advantage of the medical model to maximize income resulting in less patient visits and billings.
- Schools do not teach Practice Management.
  - State boards allow limited credit
- On line glasses sales were 2% 1 year ago, today over 4% and projections show as high as 17% in the near future.
  - *Costal sells 142 glasses per minute.*



# The answers;

- Need to run the practice as a business.  
Develop staff management
- Increase your top line, ie medical model.  
The additional revenues will be immediate-even without adding any new patients.
- Lower your Cost of Goods resulting in more revenue  
Buying groups are a quick fix
- optical sales  
increase capture rate and top line revenues

**TEACHING THE OPTOMETRIST  
TO WORK SMARTER, NOT HARDER**



# *THE ANSWERS*



- **Medical Management**
- **Practice Management**
- **Preferred Vendors**



# Medical Management

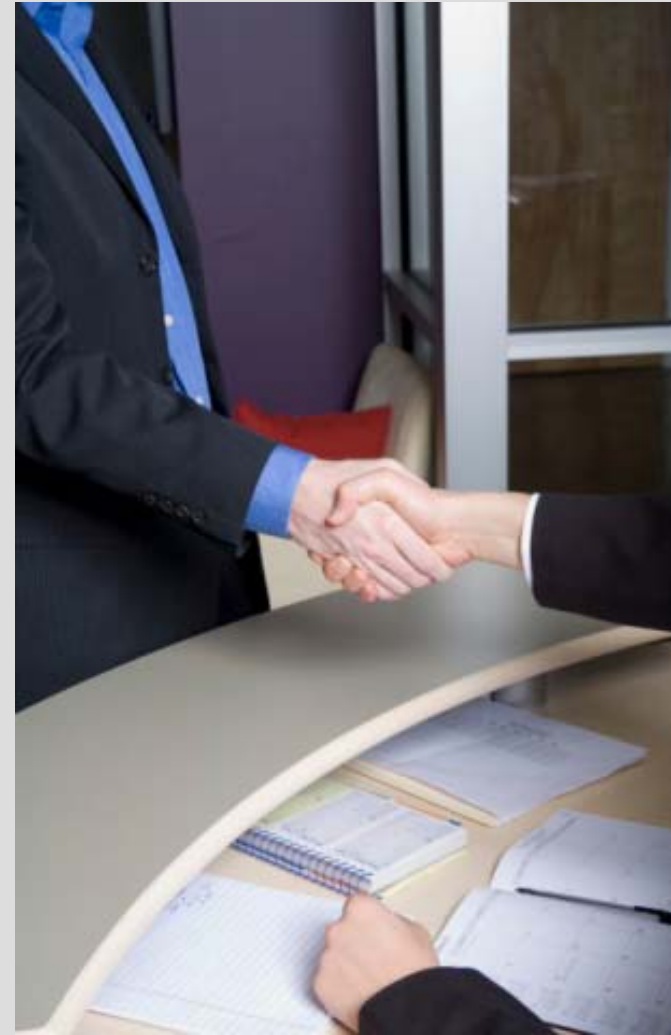


## ■ COPE Approved Clinical CE

- Director is Dr. John McGreal
- Teach the most current information in diagnosis, treatment and management of ocular diseases and systemic co-morbidities including coding and billing.
  - Use the appropriate coding and billing for professional services, diagnostic testing and procedures

# Practice Management

- **Practice improvement.**  
Director is Dr. Neil Gailmard
  - **Staff management programs.**
  - **Optical sales programs to streamline operations**
    - Increased capture rate
    - Staff training for dispensary
    - Materials management
  - **Managed care programs**
    - Gaining access to desired networks



# Preferred Vendors

- **Preferred Vendors are the next price frontier**

*They offer better pricing than buying groups exclusively to ODX members!*

- Laboratory fees
- Frames
- Contact lenses
- Instrumentation
- Additional value of membership fee offsets

# WHY OD EXCELLENCE?



WE solve the challenges facing the independent od's

- We give the doctor the tools to quickly increase their top line
  - increase the value of their practice
    - Exit strategy
- Cut their cost of goods
- Give better patient care
- and make practice fun again.



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# THE OD EXCELLENCE NATIONAL CONFERENCE AND TRADE SHOW



It's Time To Focus on  
Excellence



- Speakers with nationally recognized clinical and practice management expertise
  - Dr. John McGreal
  - Dr. Neal Gailmard
  - Dr. Jerry Lieblein
  - Dr. John Lahr
  - and more
- Trade Show with major vendors presenting and offering information on products and practices.
  - Carl Zeiss
  - The Technology Source
  - and many more

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# Contact Information:



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