

William “Buzz” Hollis

President and CEO, Doctors Vision Center

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NEW YORK

The **Evolution** of Doctors Vision Center

March 21, 2012

**What do we have to
share with a
Multi-billion dollar
industry?**

**There are
Many
ways to skin
a cat.**



**Here's how
we
skin ours.**



**It
takes
subjective
refraction**





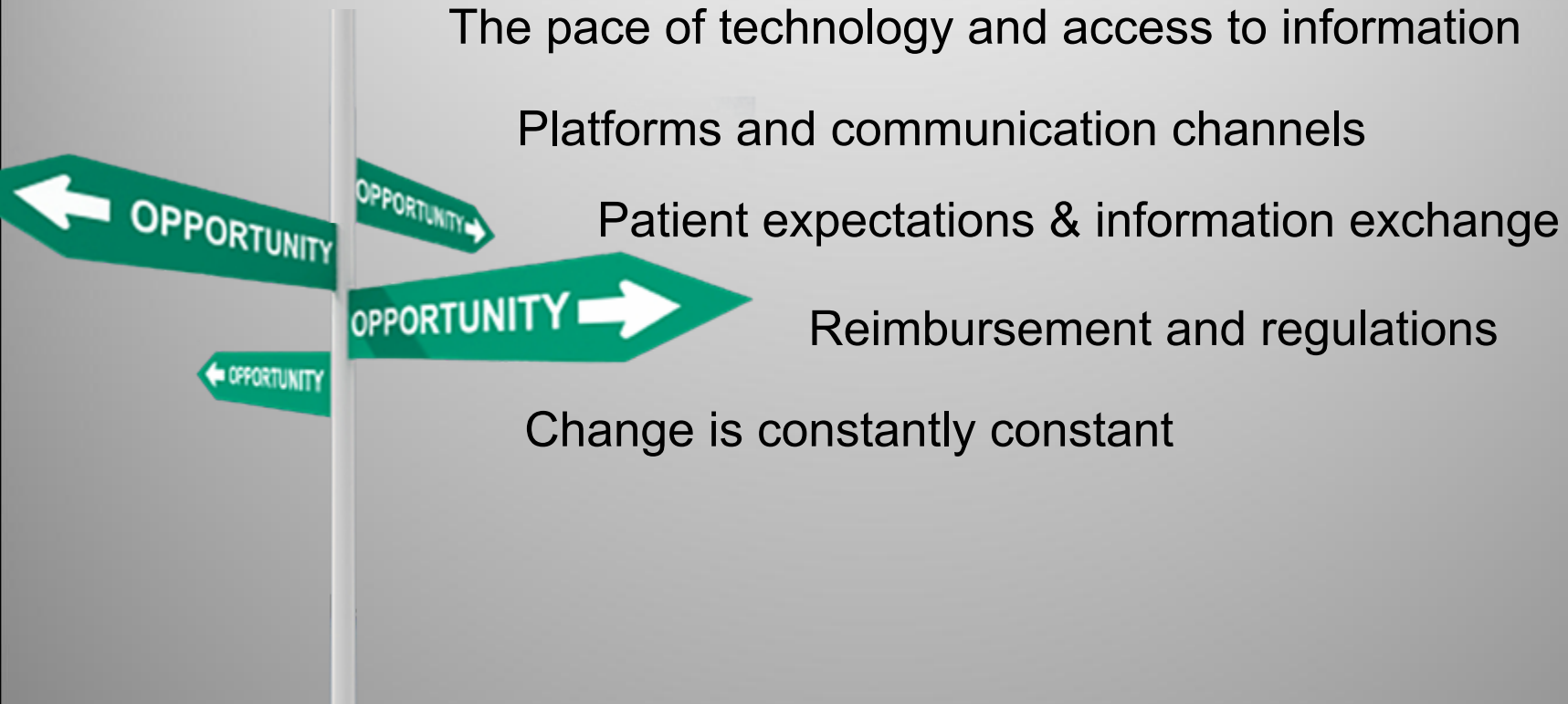
**Subjective
Refraction
Leads to
Clear Vision.**

**So,
what are our
challenges and
how do we face
them?**

Business Factors

- 1** Fear of becoming **commoditized**
- 2** How to **distinguish** services & compete
- 3** Sustaining **profitable** growth
- 4** Leveraging both **medical** and **optical**
- 5** How to **measure** and **manage**

Market Factors



We....

See every challenge as a new opportunity

Recognize market signals

Be aware of trends

Be a trend setter

Try new things

We....

listen,

question, learn,

tweak, evolve,

transform, explore,

change, challenge,

collaborate, test, fail,

succeed, expand, contract....

We must be intensely market-driven.



“Market-driven firms are, on average, 31% more profitable than self-centered firms.”

“The Market Driven Organization: Understanding, Attracting, and Keeping Valuable Customers”

George S. Day, Wharton School, University of Pennsylvania

What do we know



Size and brand matter

Investment in staff expertise essential

Practice intelligence is necessary

Marketing is essential – Get really digital

Strategic relationships make a difference

Size & Brand Matter

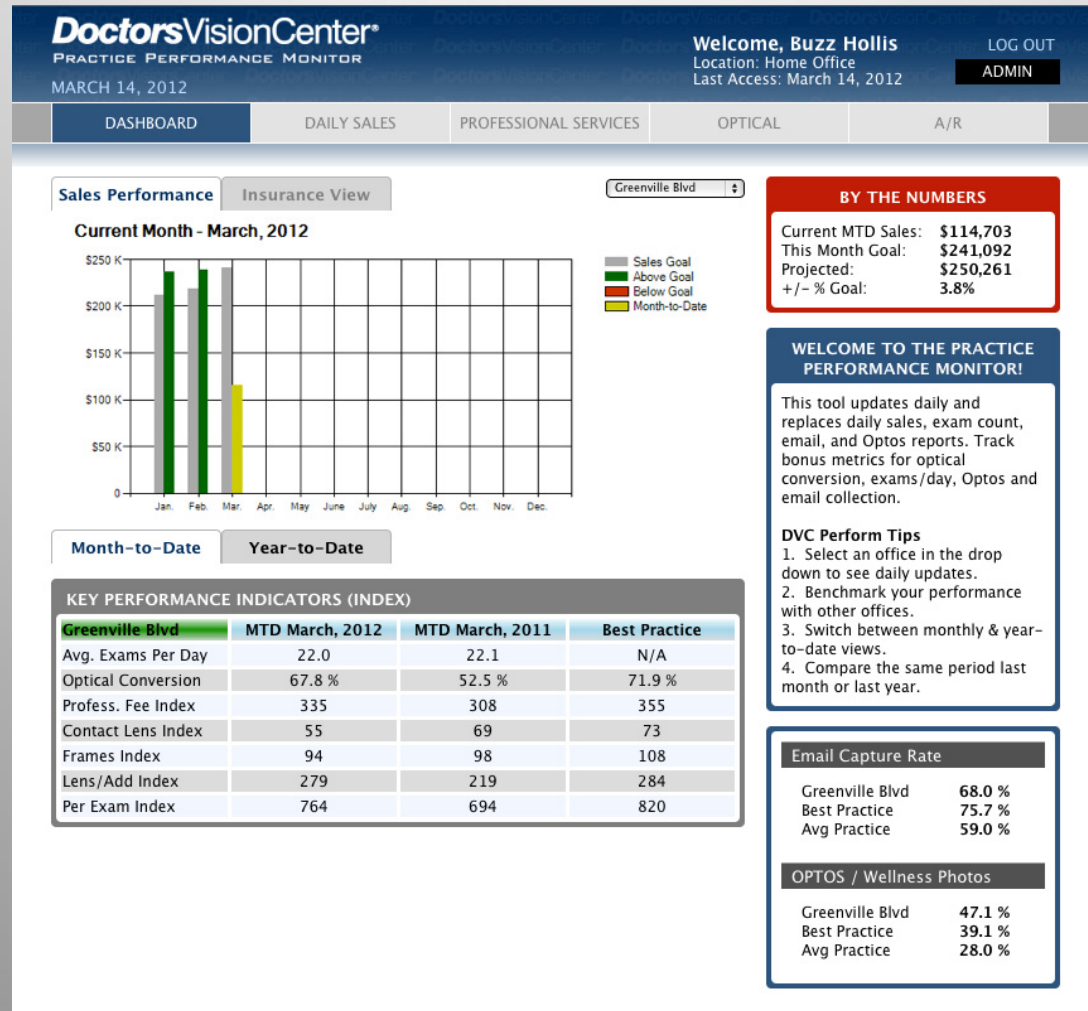


Investment in Staff & Community



2011 All-Stars Ponytails Division
Reidsville Parks and Recreation Department

Practice Intelligence



Strategic relationships matter

The screenshot displays the DoctorsVisionCenter website. At the top, the logo and tagline 'Professional Eye Care Network' are visible. Below this, a navigation bar includes links for 'appointments', 'find an office', and 'contact us'. The main header features the text 'Exceptional Staff' and 'Comprehensive Exams' alongside a photo of a staff member. A horizontal menu lists services: 'family eye care', 'office visits', 'our doctors', 'eyeglass center', 'contact lens center', and 'information center', each with a corresponding image. Below this, a secondary navigation bar lists links like 'appointments', 'the exam', 'new patients form', 'insurance', 'prescriptions', 'vision diagnostics', and 'Blog & news'. The left sidebar contains a 'At Your Service' section with links to 'Schedule an Appointment', 'Find a Location', and 'Meet your doctors'. Below this is a 'Vision Partners' section with a dropdown menu and a link to 'Emergency Eye Services'. The main content area is divided into three columns. The first column, 'Office Visits', describes the examination process and includes links to 'The Exam', 'New Patient Forms', 'Insurance', 'Prescriptions', and 'Vision Diagnostics'. The second column, 'Vision Partners', features logos for 'Crizal', 'biofinity', and 'Disney Eyewear'. A blue arrow points from the 'Crizal' logo to the right. The third column contains a 'DoctorsVisionCenter THE BEST BRANDS IN EYECARE.' section with logos for 'B&L SAATCHI & LONG', 'CooperVision', 'NINE WEST', 'ck Calvin Klein', and 'Disney Eyewear'.

You Better Get Digital

facebook

Doctors Vision Center - Welcome

Click the 'Like' button and join us!

DoctorsVisionCenter
The Place for Answers on Eye Care

MAKE an appointment
ASK the digital doctor
LEARN about eye care conditions & disease
VIEW featured eyewear
SEE a list of our locations

Back to School 2011
Register to win a free backpack loaded with school supplies!

678 like this

facebook

Sign Up Facebook helps you connect and share with the people in your life.

Email: mark@trueparallel.com
Keep me logged in

Password: [] Log In
Forgot your password?

Doctors Vision Center Ask the Digital Doc

Product/Service

DoctorsVisionCenter
ASK THE DIGITAL DOCTOR

make an appointment
learn about eye care
view featured frames
see our locations

Have a question about eye care? You've come to the right place! Just enter your question in the comment box below, and I'll get back to you as soon as possible.

Also, feel free to browse some of the other questions people have asked. Thanks, and ask away! *

*The content of this website is provided for general informational purposes only and is not intended as, nor should it be considered a substitute for, professional medical advice. Do not use the information on this website for diagnosing or treating any medical or health condition. If you have or suspect you have a medical problem, promptly contact your professional healthcare provider.

DISQUS

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Doctors VisionCenter @DocsVisionCtr

Our local North Carolina eye doctors specialize in providing quality family eye care, expert eye exams, prescription sunglasses, and designer eyeglasses.
North Carolina http://doctorsvisioncenter.com

1,128 TWEETS
749 FOLLOWING
312 FOLLOWERS

Stay in touch with Doctors VisionCenter

Join Twitter today

Full name: []
Email: []
Password: []
Sign up

Tweets

Doctors VisionCenter @DocsVisionCtr 19h
The South Hill, NC Doctors Vision center has won South Hill Enterprise Reader's Choice Award for best Eye Doctor! Great win for #DVCI

Doctors VisionCenter @DocsVisionCtr 20h
#DidYouKnow that your eyes contribute towards 85% of your total knowledge. Sounds like you better start taking care of them early!

Doctors VisionCenter @DocsVisionCtr 13 Mar
Eye allergies affect roughly 1 in 5 Americans. But there are steps you can take to soothe some of your allergy woes. [ow.ly/9CKR0](#)

Doctors VisionCenter @DocsVisionCtr 12 Mar
5 Tips For Fighting Spring Allergies...Via - @ABCNews [ow.ly/9BRLb](#)

Get a \$50 Gift Card!
doctorsvisioncenter.com

Bausch & Lomb SofLens Daily Disposables, for less than 70 cents per day!

DoctorsVisionCenter
For a lifetime of seeing and looking your best.

0:05 / 1:45

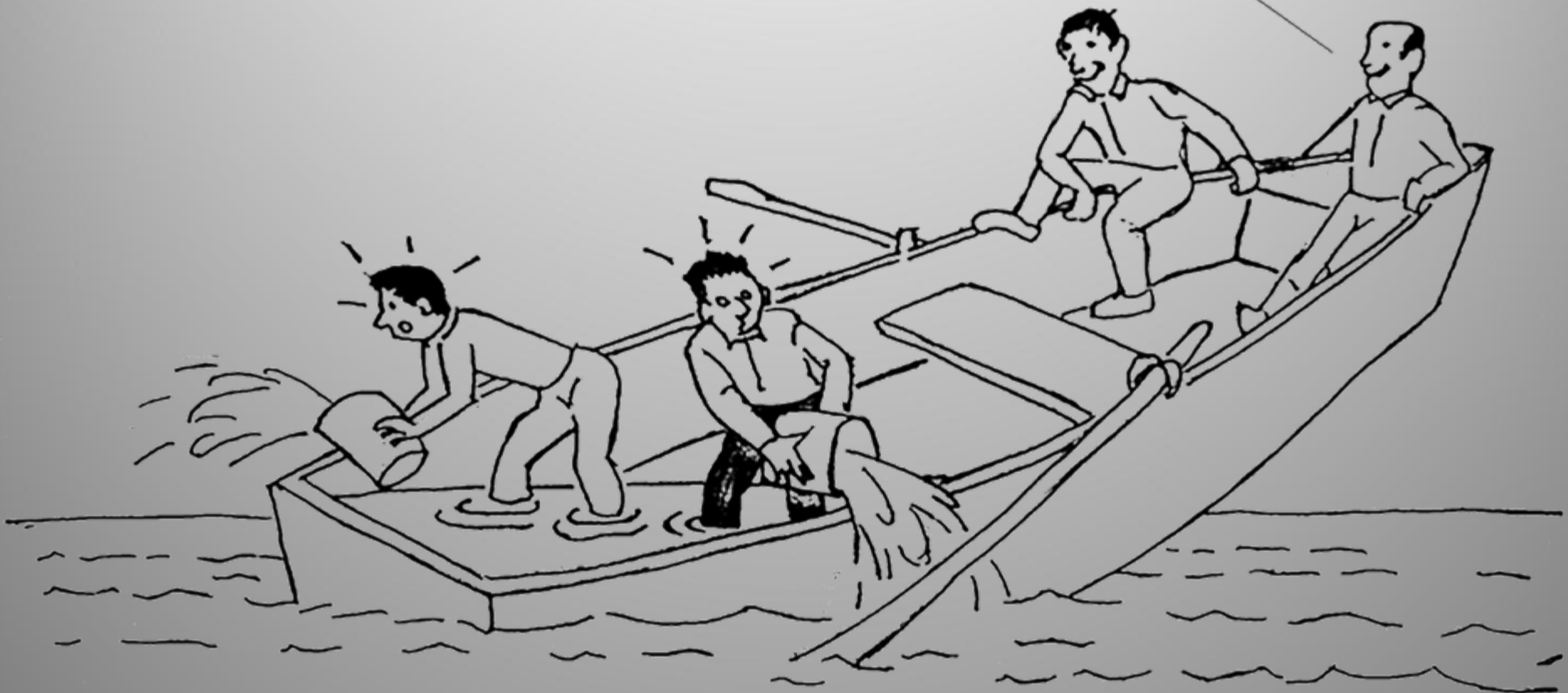
We're Not Letting Grass Grow

- The Doctors Vision Center Professional Eye Care Network
- MyDVC App
- Vision Partner co-marketing launch
- Social media expansion
- Reinventing our mobile presence
- Growing our web traffic both paid and organic



These days are over.

Sure glad the hole isn't at our end.



Thank You!