

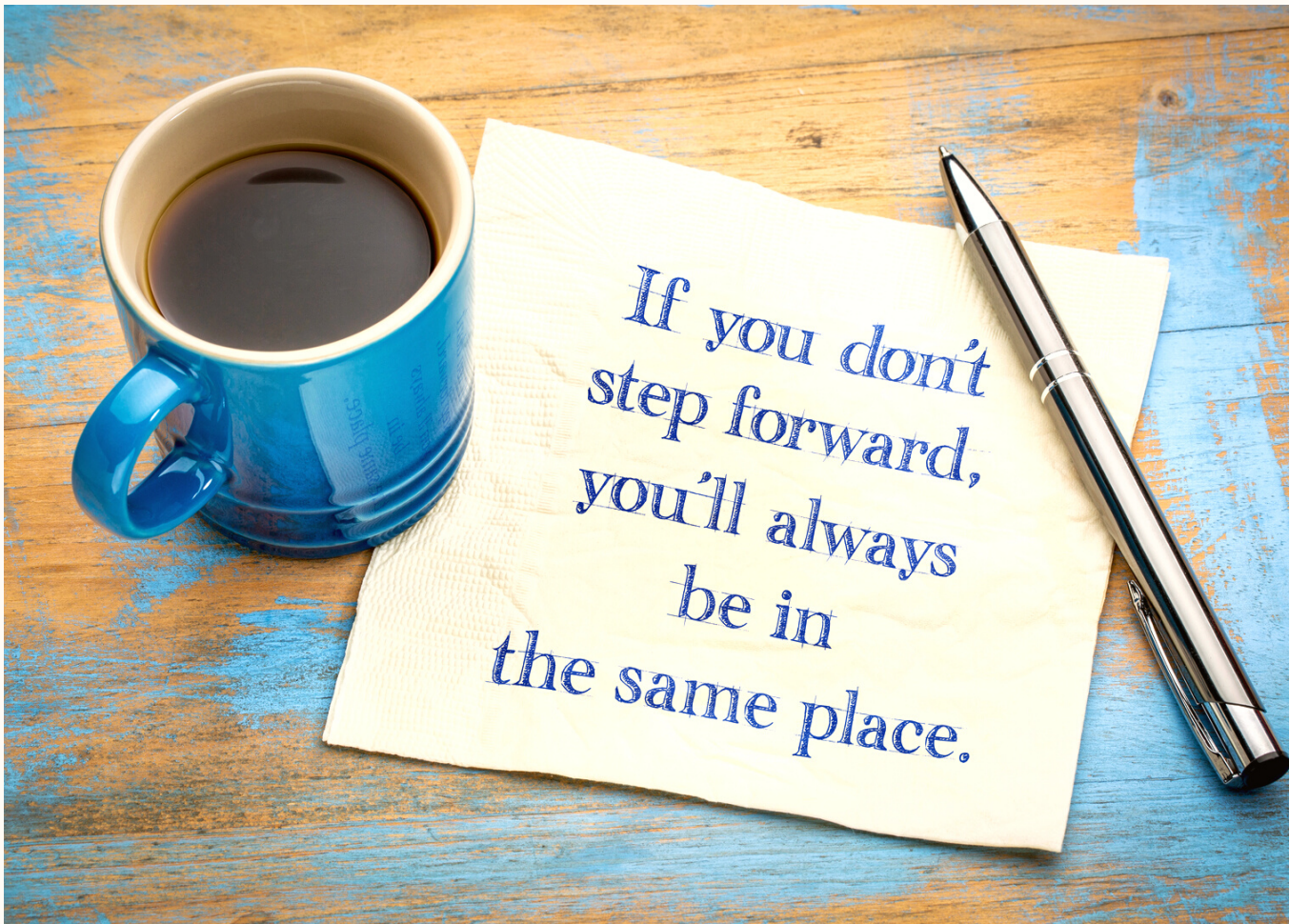
Creating Your Dream Practice

A Quick Start Guide



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- *Salisbury Eyecare and Eyewear, OD, PLLC*
- *Visionary Esthetics, LLC*
- *Eye School with Dr. D*



This Step Is All About You!

where do you shine, what do you love?

What Feeds Your Soul?

You need to start by identifying who you are as a human being, what you enjoy doing, and what aspects of your professional life feed your soul.

Having an impeccable sense of self and being professionally self-aware will be the driving force behind your practice.

Take time to assess your likes and dislikes and be willing to follow the subspecialty that correlates best with your personality and ideal workday.



Dr. Denton

In Office Treatment

For Example . . .

For instance, I enjoy getting to know my patients and being social with them.

I also love being the “end of the line” for patients and getting the satisfaction of correcting issues others have been unable to solve.

The combination of these two things and my interest in treating dry eye disease just seemed like a logical conclusion.

This is not to say that I dislike treating other disease states or eye issues, but dry eye is really what sets my soul on fire.

It's Time To Brainstorm

Describe who you are and what you enjoy doing within your profession.



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What Do You
Like To Research?

What Conference Topics
Do You Enjoy Most?



The Next Step Is All Them!

who are they, what do they love, what do they need?

*How Can You Be
of Highest Service?*

The next step is to identify your target patient.

Now that you know who you are and what you love doing, you need to identify who you'll be treating.

This is not to say that you won't have outliers who "buy-in" to your vision and your practice but don't "fit the mold", but think about who you envision walking through the door of your practice each day.

Identifying this person will allow you to look at your practice through their eyes and create an experience **THEY** love and appreciate.

*What's Their
Love Language?*

*What Makes
Them Comfortable?*

Get Really Specific . . .

You need to tap into their mindset and speak their “love language” so they feel at home, comfortable, and understood from the moment they walk through the door.

If your target audience is women aged 55 to 65, playing “top 40 radio” on the speaker system and allowing your team to wear jeans at work is probably the wrong choice.

The appearance of your office, the graphics you choose for marketing, the way your team speaks to the patients, and the music you play on the speaker system all conveys a message to the patient and it’s vitally important to ask yourself if the message you’re sending is being well-received by your target demographic.

It's Time To Brainstorm

Describe who your ideal patient is and what they likely find to be important or attractive when choosing a doctor or office.

bonus tip: Give your target audience a name! Ask yourself "What would (name) like?"



Our Final Step So Much Fun!

Conceptualize + Branding

The final step is to conceptualize what your practice looks like.

This guides you in creating a space that speaks to your target patient but is set up perfectly for you to practice the way you prefer.

How many exam rooms you have, your office color scheme, your logo, the type of building you own or rent, the equipment you purchase, and the finishes you choose to furnish your space all play a role in defining your practice.





Dr. Denton

In Office Exam

For Example . . .

If you have a primarily dry eye focused practice, it is unlikely that you'll spring for the top-of-the-line visual field machine.

Likewise, if your passion is Ortho-K, you may not be interested in a tear film osmolarity machine or meibomian gland imaging.

Take into consideration the area in which your office is located and keep in mind the general demographic information for that area.

If providing Ortho-K services, are there affluent neighborhoods that have a large population of younger families?

Analyzing the area around your office could help lead your office to major success.

It's Time To Brainstorm

Describe where your office should be located, what it should look like, and what services it will offer based on the information attained in Steps 1 and 2.



*Thank you, and we look forward to
working with you soon!*

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