



WELCOME TO
PRACTICE
FOUNDATIONS
 — ACADEMY —

WILLIAMS GROUP

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FOUNDATIONS
 — ACADEMY —



Gilan L. Cockrell, OD, FAAO
 CEO Williams Group

SPONSORS



Janette Shannon
 Business Development Executive, Solutionreach
 janette@solutionreach.com



Joel Wolf
 Consultant, Optikam
 joel@optikam.com



Brad Rourke
 CPO, Williams Group
 brad@practicedirector.com



Ava Battershell
 Channel Partner Sales Executive, Cognizant
 avabattershell@cognizant.com



Greg Naes
 President, Age Solutions Technologies
 greg.naes@agesolutions.com



Todd Fleischer
 Executive Director, Kansas Optometric Association
 todd@ksoaopt.org

SPONSORS



William McPhee
President & CEO, MacuLogic
wmc@maculogix.com



Kortnee Virus
Director of Strategic Account Sales, MacuLogic
kvirus@maculogix.com



Robin Mattson
VP of Customer Experience, MacuLogic
rmattson@maculogix.com



Ryan Powell, OD
Vision Source - Kansas City North
rpowell@vsn.com

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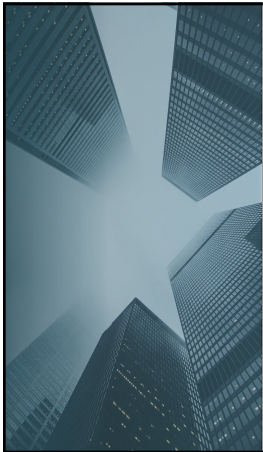


Bill Nolan
Executive Vice President of Williams Group, President of Practice Transitions

 WILLIAMS GROUP



Robin Elliott
Vice President of Operations Analytics



- 1 Building a solid foundation for today
- 2 Providing innovative tools to strengthen the foundation of your practice and prepare it for the future
- 3 Creating innovative processes to build the foundation of your practice on
- 4 Bringing new ideas to your practice

HOUSEKEEPING

- MATERIALS ONLINE
- LECTURE ROOMS
- SCHEDULE
- EXCLUSIVITY
- WIFI

WHAT MAKES A PRACTICE SUCCESSFUL?





OPTOMETRY'S CHANGING FACE

- 10,000 People Turning 65 Daily
- More Like Dentistry
- Alternative Delivery Systems
8% Internet Sales in US
- New Refractive Technologies
Online Exams
- 25 Month Buying Cycle

OPTOMETRY'S CHANGING FACE

	% PTS	% REV
CHAINS	32	46
OTHER	15	12
PRIVATE	53	42

HOW TO
CREATE A CULTURE OF INNOVATION
AND INITIATIVE



HOW TO
CREATE A CULTURE OF INNOVATION
AND INITIATIVE

-  **MISSION BASED PRACTICE**
-  **DEFINE CULTURE AND RECRUIT TO IT**
-  **HIRE FOR PURPOSE NOT FOR POSITION**
-  **DESIRE TO DELEGATE**

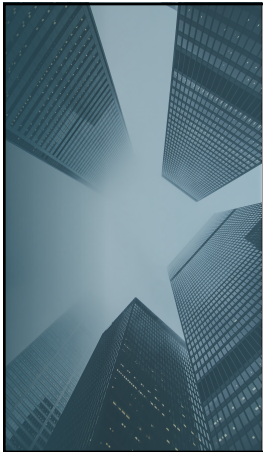
STRUCTURE FOR DELEGATION

IMPROVE COMMUNICATIONS
(mission and culture, clear objectives, reporting systems, documentation, manuals, recruiting and resourcing)

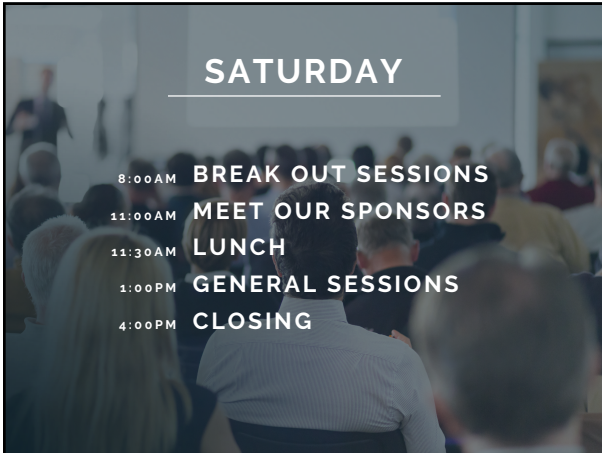
TRAIN
(new patients, patient retention, exam room efficiency, creating the patient experience you desire, PPR)

MANAGE RESULTS TOGETHER
(metrics, people support what they help create)

CULTIVATE LEADERSHIP
(Culture of initiative – people want to be included, challenged, respected)



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SATURDAY

8:00 AM **BREAK OUT SESSIONS**

11:00 AM **MEET OUR SPONSORS**

11:30 AM **LUNCH**

1:00 PM **GENERAL SESSIONS**

4:00 PM **CLOSING**



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