

VT Practice Management Course Outline

Welcome/Introduction

Ben and Tyler

Marketing Success

Ben

- Overcoming 2 hurdles to becoming a successful referral center
 - Establishing Trust
 - Professional Lunches
 - Lunch and Learns
 - Being active in your community
 - Professional Lectures - CE at your clinic
 - Scholarship Program through FVTA
 - Forgetfulness of providers
 - Reports
 - Referral Thank you letters
 - Newsletters
 - Personalized Professional Letters
 - Brochure drops
 - Free Screening
 - Scholarship
- Other Marketing Activities
 - Social Media
 - Incentive Program

How to Be Successful

Tyler Ives

- Defining success
- Measuring success
- The art of decision making
- The Importance of Financials and Data
 - How to use your financials to your advantage
 - What data is the right data to collect?
 - How do we leverage data?
 - The power of forecasting
- Leveraging other professionals
 - Importance of a good bookkeeper, accountant, lawyer
 - Importance of bringing in a consultant

Sign Up Success

Ben

- Referral Coordinator Script
 - Creating an emotional connection
 - Getting to “It doesn’t matter the cost, I’m doing this for my child”
 - Answering the tough questions
 - New Patient Checklist
 - Referral Tracker Spreadsheet
- Parent/Patient Conference
 - Case Presentation
 - Simple demonstrations

- Connecting findings to symptoms
- The handoff
- Common Questions

Getting Patients Started on a Successful VT Journey

Ben

- Financial Part of Conference
 - Discussing cost
 - Successful Follow up
- How to bill for your VT program - Block billing vs Program billing
- How often to do progress evaluations
- Financial Agreement Templates
- Recurring Billing
- Long term financing and VT
 - CareCredit vs providing your own financing
- VT Policies
 - Attendance/No Shows/Late Policies
 - When patients don't do their home activities
 - 3 strikes and you're out

Successful Training

Ben

- Professional Development
 - VT 201/101
 - Sanet Seminar Series

- Other Sources for Development
- Initial Eval Protocol
- Hiring and Training vision therapists
 - Hiring Course
 - 2 month training protocol
 - VT101/201 course

Building a successful VT team

Ben

- Why are team dynamics important
- How a team can help the stressed out doc
- Hierarchical Leadership
 - Org Chart Template
- Delegation done the right way
- Access without Interruption
- Employee Reviews that build team players
- Employee Discipline
 - Memo of Understanding escalation

Vision Therapy Billing Success

Ben

- Must sign legal disclaimer to gain access
- This lesson is an open discussion about billing strategies currently being used in vision therapy