

“ Ensuring our clients achieve their dreams is not a task. It’s our purpose.
We are relentless in that purpose.”

Dr. Gary Gerber



THEPOWERPRACTICE®
POWER YOUR DREAMS

“ I hired The Power Practice™ in 1996 and have had several prospective clients contact me for a reference. I always say it was the single best move of my career. My net and gross have gone up every year since working with them. It’s more than 15 years later and I’m still a client. The program is simple to implement and once it is in place you continue to build on it.

The single best question you can ask about a consultant is, “Would you hire them again?” When asked about The Power Practice® my answer is always - In a heartbeat!”



Dr. John Burns
Clinton Maryland
Client since 1996
(301) 868-9090
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“ The Power Practice® helps achieve balance between personal life and work.”



Bruce D. Jeffries, OD
Sebring, OH
Client since 2011
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“ The Power Practice® saved me from purchasing over \$12K in unnecessary frame inventory that other consultants insisted I needed, and that was during our free introductory call!”



Todd Hamilton, OD
Weldon Spring, MO
Client since 2011
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I've been a solo practitioner since 1989 and a Power Practice® client since 2003. I do regret not hiring The Power Practice® before seeing my first patient years ago.

I spent the first 14 years of my career trying to build an optometric practice on my own. Sure, there are practice management books and web sites out there, but who has the time to read them and hope that the methods really work? Optometry school did a great job of teaching me how to be a good clinician but a terrible job of preparing me for what it takes to run a successful practice. Needless to say, the first 14 years of practice has been fraught with mistakes and omissions; I paid the price for these that could have been easily avoided.

Working with The Power Practice® has been a real pleasure. I'm guessing that I must have sent them over 1,000 emails to date and, never once, have they failed to respond promptly and with concern. They are committed to helping you build your practice and will expend considerable energy along with sage advice in doing so. They are full of endless proven creative ideas that will give your practice a large edge in your community.

If you think that not hiring The Power Practice® is money saved, you are wrong. By not hiring them you will ultimately spend more money and waste years like I did by using the trial-and-error method. You will ultimately and quickly recoup your costs by hiring The Power Practice®.

If you are a new practitioner I highly recommend using them to establish your career on the right path. If you have been in practice for a number of years already, I also highly recommend The Power Practice® to take your established practice to other levels.

Please feel free to call or email me if I can be of further help to you.



Dr. Michael Frisch
Northridge, California
Client since 2003
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“ My Power Practice® advisors keep me on track. ”



Larry Vernamonti, OD
Medford, NJ
Client since 2008
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“ The Power Practice™ started working with me from the inception of my practice. I opened cold turkey 2001. Since that time they’ve been with me every step of the way. Their wisdom on marketing and just day to day operations has been indispensable. They are always available for my questions and respond promptly whether it is by email or phone. I would venture to say this would be hard to find elsewhere. Overall I have been very satisfied with my choice in using The Power Practice® and would highly recommend others to do the same. ”



David M. Blair, O.D.
Burlington, Kentucky
Client since 2001
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“ After starting with Dr. Gerber and the Power Practice in 2003, we were able to learn valuable managerial and organizational skills that turned our desire to improve patient care and increase profitability into a reality.

Before the Power Practice, we tended to spin our wheels by relying on our set ways of running an Optometric practice which caused our growth to stagnate. With the detailed Power Practice action plan, we learned many new ways to improve our practice through enhanced patient care which greatly increased our profitability.

Our detailed action plan is unique for our office and not a cookie cutter form that we were supposed to try to fit into such as other consulting firms sell. We tried one of those to no avail – we ended up with an increased level of frustration knowing we wasted a large amount of money and barely made any profitable changes to our practice.

The Power Practice® understands that each practice is unique and they work to make sure that we are meeting the goals of our individual practice and keeping up with our plan.



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Along the way we have hit some road blocks, but they have always been there to help us through it and take another step forward. The Power Practice[®] has turned an overwhelming and seemingly impossible transformation into a day-to-day reality. I, as one of the doctors in the practice, have learned that if I break a task into components with feasible steps, I actually can still be a doctor as well as change the organizational structure of my practice to meet the goals that we have set.

I can't say enough positives about Dr. Gerber and the Power Practice[®] team. We are still evolving and learning new improvements every day and I am very reassured that the Power Practice[®] will be there to assist us with this transformation.

Christopher Inclima, O.D.
West Haven, CT
Client since 2003
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Working with the Power Practice[®] has helped us get back to being who we wanted to be when we began our practice 14 years ago. We are more confident in our decision making, marketing strategy, and professional image than we have ever been, and are able to better provide our legendary customer service to our patients and guests.

Scott Dilzer, OD
Purcellville, VA
Client since 2011
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I began my optometric career working for commercial chains. After getting burnt out, I decided the only way to go was to open up cold - this was in 1990. I had hired various consultants and had some growth but began to stagnate.

In 1995 I felt it was time to get some significant consulting to change the flat pattern of growth. At the time I was in an 850 sq. foot office and had a staff of three (2 full time and one part time). I researched the possible consultants and narrowed it down to three - Kattouf, Williams and The Power Practice[®]. With regard to Kattouf, references told me that he used a lot of forms and not much else. Many also commented that there was no follow up. Some doctors commented that he tried to push his way of practice on the OD instead of allowing the OD to improve the existing practice and style.

With Williams I heard few positives and mostly heard that their methods were "canned"



and that follow-up was also poor. Williams is a big group and I felt that individual attention may be lost at times.

Needless to say, I chose The Power Practice™ to consult with my practice. The thing that appealed to me about them was that Gary, the founder, was a real practicing OD that lives, eats, sleeps and breathes optometry (and that's the truth! Just ask any OD in northern NJ. Gary had the best practice in the area and was always ahead of the pack - He never ceases to amaze me!)

They came to my practice and went through the process of collecting data, diagnosing the problem areas and coming up with an extensive treatment/management plan. I had explosive growth immediately and was able to pay the consulting bill in less than three months. They all have a keen sense of customer service, patient flow, making lasting impressions on each patient, utilizing technicians through delegation, recall and last but not least staying considerably profitable.

I think that we all are creatures of habit – and sometimes we develop bad habits. It takes experts like those at The Power Practice® to see these bad habits and help to change them into good ones.

They also stay on top of the ever changing playing field of optometry and finds new ways to win the game. They are always available to speak with and continue to develop new plans of action.

The bottom line - my practice has nearly tripled since consulting with them. I own my own building, (which is extremely difficult to do in these parts with limited real estate) have a staff of twelve and an associate doctor, and a beautiful new office.

Without sounding like a canned testimonial, I owe much of my success to The Power Practice®. If I had to do it all over again, I wish I would have hired them in the first place.



Dr. James Aversa
Hasbrouck Heights, NJ
Client since 1995
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“ The Power Practice® has boosted my management skills. I now actually have more than enough time to work ON my business and more time with my family all while enjoying a greater bottom line than I could ever have thought possible.”



Steven Chander, OD
Chicago, IL
Client since 2006
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“ Aligning with Gary and The Power Practice® is like having a built in MasterMind group of experts at our disposal. Gary and the client forums take many of our good ideas and make them great!

When we talk about improving our practices we concentrate on adding revenue, cutting expenses and improving efficiency. From a practice guidance standpoint, the Power Practice® helps us with ideas to add revenue, cut expenses and saves me time. Each and all are inexorably valuable!

I am continually appreciative of Gary's team's access, availability and expertise on practice dilemma questions. They are genuinely interested in helping us make better care and enjoy the benefits of practice ownership.

I could go on and on...”



Jeffrey L. Kegarise, OD
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Client since 2007
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The key to your dreams is in your hands.

