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*“Pinch me and tell me this is not a dream to have one-on-one access to two of the best optometric practice consultants in the US for only \$395 a month.”*

*~ Tanya K. Mahaphon, OD, FCOVD, FAAO - Napa, CA*

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### **Prima's NO RISK Membership Guarantee**

Qualified optometrists are invited to join Prima Eye Group with **absolutely NO risk**. If at any time the benefits you receive as a member do not meet your expectations, you may resign with 30 days written notice with no penalty.

## **For only \$395 Per Month, You Can...**

### **Consult with Dr. Neil Gailmard on:**

- Ideas and strategies he used to build and manage one of the highest grossing practices in the country.
- How to turn your practice into a cash generating machine while creating more personal free time.
- The best ways to hire, compensate and retain employed ODs.

### **Get Advice from Dr. Jerry Hayes on:**

- Increasing practice net and improving cash flow with a 3 year growth plan.
- How much staff your practice needs, how much to pay and how to deal with salary creep.
- Transition and retirement planning. Estimates of practice value. Buy/sell negotiation support.

### **Have Everyday Access To:**

- Staff management support; job descriptions, policies and manuals.
- Prima Metrics™\* program for benchmarking practice production data (\*one time \$295 setup).
- Product discounts and rebates to offset your dues from Vistakon, Alcon, Essilor, Zeiss and more.

***For more information, please call Elise or Nathan at 800.668.0599  
or email: [info@primaeyegroup.com](mailto:info@primaeyegroup.com).***



The CEO of Prima Eye Group, Dr. Jerry Hayes has provided one on one management consulting and strategic business advice to hundreds of high producing ODs over the last two decades. The founder of Hayes Marketing, HMI Buying Group, E-dr. and Red Tray, Jerry sold a highly successful three doctor practice in order to devote full time to coaching other ODs.



The President of Prima Eye Group, Dr. Neil Gailmard is widely recognized as a leading authority on practice management and the business side of optometry. He and his OD wife Susan own Gailmard Eye Center, one the highest grossing professional practices in the US. Neil has provided consulting services and business building advice to thousands of high producing ODs over the last 30 years.