

THE **EDGE** 2.0

The Power To Grow

Dr. Scot Morris, Colorado

"When I saw the EDGE, I knew that I had found what I was looking for. I learned how to utilize my managed care plans more effectively, how to determine my retail markup more precisely and how to analyze who among my sales staff excelled and who needed a little more work,"

Who is Managing Your Business?

The EDGE is a "Performance Management Philosophy" that provides EASY ACCESS to your Profit Centers through a web-based system. It is a true "Consultative Tool" that highlights your businesses strengths & weaknesses.

What does it do?

The EDGE gives you the ability to evaluate vision care plans, staff, products, & professional productivity with ease. With The EDGE's business philosophies you will quickly identify your weaknesses & overcome obstacles to greater profit.

How does it do that?

The EDGE takes your information and plugs it into a series of simple to understand "gauges" like the dashboard in your car. One click of a button lets you know where to focus and why. Behind the scenes, our practice specialists are standing by to guide your steps as you implement new strategies.

What else is included?

In addition to the license your monthly fees include live business webinars, monthly View from The EDGE, consultative reviews, ongoing maintenance & upgrades, unlimited electronic support & access to our exclusive EDGE User group.

**Enjoy 5 "One-on-One"
Welcome Sessions with
our Consultants.**

It's our personal approach!

- WS1 Interpretation of New Business
- WS2 POF & Frame Tiers
- WS3 Board Management & Profitability
- WS4 Tracking your Team & Clinic
- WS5 Routines to Manage Your Business

Dr. Robert Bass, Virginia

"Since the implementation of The EDGE, I am able to drill down quickly and easily into many aspects of my business, ensuring that I stay on top of not only the clinic side, but the optical side as well. There are many things that have been brought to my attention with The EDGE and I am looking forward to implementing more new strategies moving forward. *Kudos to GPN and The EDGE Team!*"

RECAPTURE WHAT YOU ARE LEAVING ON THE TABLE!



It's YOUR Money!

How much is it costing me?

How much time do you have to dedicate to understanding your business now? How much is your time worth? How much is the time of your manager worth? For about \$5.00 per day you can have what you need to grow a profitable business. *Isn't your time work more than that?*

Primary Location = \$1,595 Plus \$119 / Mth
Each Additional = \$895 plus \$89/ Mth
Forensic Study = \$695 per location

Dr. Jennifer Stewart, Connecticut

"The EDGE allows you to track your practice in real time, whether from your office, home, or mobile device. With just a few clicks, you can easily maximize your profitability, increase your income, and build a better business."