PO Box 929 ■ Franklin Lakes, NJ ■ 07417 - 0929
(Phone) 888-356-4447 ■ (Fax) 815-301-9707
www.powerpractice.com

Background

The Power Practice is a company specializing in innovative practice building services and tools for private optometrists. When working with our doctors, the mission of The Power Practice is to increase our doctor's quality of ***practice life, efficiency and profitability.*** The Power Practice achieves these objectives by using innovative proprietary systems and strategies. The company was founded by Dr. Gary Gerber, an optometrist.

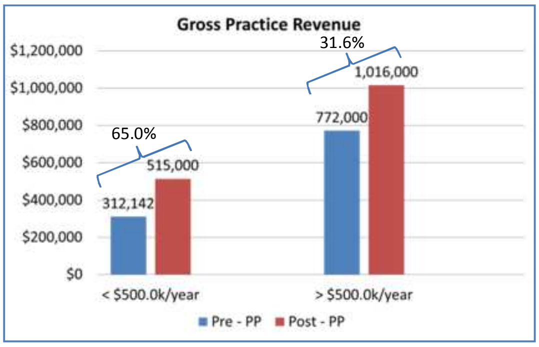
With over 20 years of experience, The Power Practice consulting team is made-up of 15 experienced, forward thinking and knowledgeable optometrists and non-OD business experts recruited from within the industry, who are able to help doctors achieve their personal and professional goals and objectives, through premium and customized systems.

We take a custom approach with each and every corporate client and doctor. Once we uncover and understand the client's challenges and their vision for the business or practice, we work collaboratively to create the plan that will help them achieve their dreams and objectives. For practitioners, we examine all facets of a practice…profitability, billing and coding, office flow, efficiency, staff management, recall, marketing, patient communication, web presence and social media, inventory, contact lens and eyeglass sales (multi-pair emphasis)…straight through to the development of exit strategies.

Our fees are comprehensive, 36-months of hands-on consultation; no notebooks, binders, online learning, etc. Your consulting team, consisting of your OD consultant as well as an Implementation Coach will work with you every month to ensure you remain on plan…very hands-on.

Results

A Power Practice client survey, conducted in at the end of 2012, shows our clients are growing their practice revenues by at LEAST 31.6% with some practices as high as 65%. It should be noted that in 2012, the industry grew at a rate of 5.7%, while Power Practice clients saw growth rates of 14.9%, nearly three times the industry average.



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The Power Practice OnSight Program

Step 1. We start by YOU sending us YOUR goals of how you want us to help you. These goals become the cornerstone for what follows. Your goals can and should include everything from desired income projections to eventual exit strategy. We will help you with your thinking to ensure the goals are realistic and financially responsible. The intent here isn't to pin down unalterable metrics but rather to give us a sense of what you expect from your practice. You would also fill out our Power Profile™ that has additional data we would need in analyzing your practice.

Step 2. We devise a customized agenda and program to help you meet the goals you've outlined for us. Just as every practice is different, so too is every program we put together for each client. This is one of the major differences between us and other consulting companies.

Step 3. Via telephone, we discuss the agenda and make any necessary changes before we come to visit you. This allows our time at your office to be fully maximized.

Step 4. We visit your practice over two days. (Other consulting companies require you and your staff to travel to their office. Visiting the consultant's office is illogical, expensive and unnecessary!)

The first on-site visit day is spent watching how your practice currently runs. It is our belief that most practices do many things well and do so within their owners' personal clinical and business comfort zones. It is our job to observe and figure out what those things are and be careful NOT to change them.

Similarly, this first observation day allows us to also see which things need modifying within the context of the goals you've sent us in Step 1. Unlike some consultants that only offer "tele-consulting," this on-site visit is a critical step to your success. In addition to observing how your staff interacts with patients, we also do face to face interviews with your patients. This is something else that can't be readily accomplished with tele-consulting.

Step 5. The second day of the on-site visit is spent in an all-day meeting with you and your staff. We review the goals you've submitted, our observations from the previous day, unveil some new plans that will take effect during the coming years as well as teach some new communication and interaction skills, phone skills, introduce some new office forms, etc.

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Step 6. About six to eight weeks after our visit, you will receive a VERY detailed and customized Power Plan™. Based on the goals you've submitted, your current financial condition and the observations during our visit, the plan will lead you - step by step - day by day - down the road to a more efficient and profitable practice. The plan lists specific tasks, broken down into small, orderly manageable segments, and the exact day they should be completed. Most plans take about two years to execute because of the extent of their detail. We are careful to recognize that each task must be integrated into a doctor's usually existing hectic personal and professional life.

We work with you for three years. During that time we schedule regular (at least monthly) phone calls to review your progress and answer questions. You may contact us via phone or email at any time, and as often as you like during the three years. Our follow-up and response time to questions is a very important facet of our services that truly defines the Power Practice® and greatly differentiates us from our competitors. It is not uncommon to hear of clients NEVER getting return phone calls from other consulting companies! In our case, you can expect your email and phone calls to be replied to virtually real time. Make sure to check this very important point when speaking to references.

Once you sign on as a Power Practice® client, you would be eligible to attend our yearly National Client Meeting. During this meeting we arrange to have thought leaders in various non-Optometry businesses interact with our clients.

Also, as part of our "client family" you would also have access to our client-only, password protected Internet forum which is a great place for the sharing of ideas, documents, tips, techniques and strategies with like-minded doctors. There are currently more than 4,800 posts on our forum! Additionally, you would be granted access to our password protected, client-only chat room and email list.

About once each month, we have a client "meeting" via a (toll free) conference call. We either put forth a practice building challenge to discuss as a group or have a guest speaker or webinar. For example, we had the linebacker coach for the Arizona Cardinals football team discuss his philosophy on team building. Each of these calls is recorded and then available as a PodCast on our client forum.

Another great feature of working with us is that you'll have unlimited access, at no additional charge, to our entire team of professionals. We have an attorney on retainer to assist us in answering your business and employment law questions. We also have Alan Homestead, OD, an optometry billing and coding expert, and a host of other subject matter experts to include a marketing PhD and MBA who work with us.

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As practicing OD's, we're aware that finding, training and keeping good staff is a common area of concern. For that reason we have spent thousands of dollars formulating a proprietary web based staff recruiting tool that is only available to our clients. Using a concept known as job matching, clients pay a small per use fee to use this excellent staff screening tool.

The fees for our OnSight program include:

1. Goal development, analysis and discussion
2. Putting together your customized on-site agenda
3. Two day on-site visit
4. Power Plan™
5. Monthly conference calls to review practice metrics: P+L review, practice benchmarks, Scoreboards
6. Staff training programs as needed (selling, leadership)
7. Attendance at our National Client Meeting (travel expenses are not included)
8. Unlimited access to our private, client-only Internet forum
9. Unlimited access to our private, client-only Internet chat room
10. Subscription to our Power News newsletter for three years (launching in a few months)
11. Participation in our client-only monthly conference calls and access to Podcasts
12. Unlimited access to our team of business experts
13. Three years of unlimited follow-up consultation via telephone, email or our live Internet help line
14. Exclusivity agreement
15. Access to Job Matching software
16. Special client-only pricing from certain equipment and technology vendors.

After 20 years in the consulting business, we are extremely confident you will more than cover our fees after you hire us. In fact, just with showing you better ways to approach billing and coding, you should more than offset our fees right away - meaning, we would only need to show you how to generate about an extra $30 per day! Or, if we can show you a way to dispense ONE extra pair of eyeglasses per MONTH, that would also cover our fee!

THEPOWERPRACTICE®
POWER YOUR DREAMS

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The benefit when you choose an option like working with The Power Practice Team of experts is we have done this many times. We know what's involved, what's needed and when. We try to make the experience as easy as possible for you.

High client satisfaction boosts practice success

- ☑ 96.0% of clients rate their Power Practice experience as meeting/exceeding their expectations
- ☑ 98.1% of clients are satisfied/very satisfied with their individual Power Practice Consulting Dream Team
- ☑ 96.4% of clients say they would recommend The Power Practice to a friend or colleague
- ☑ 94.4% of clients say if they were to do it again, they would re-hire the Power Practice

We appreciate the opportunity to be of assistance to you. We know this would be a big decision you need to make. But it will be the right one for your future!

We'd love to welcome you to The Power Practice Family!

You can reach me at:

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