



"Since working with the Power Practice, my gross is up over 40% and I'm working fewer hours!"

Working with the Power Practice was the best decision I ever made. I finally feel like my practice is reaching its fullest potential!"

- Dr. Jeff Kenyon, Woonsocket, RI

Announcing: The Power Practice Executive Summit

Growing competition and managed care handcuffs make practicing tougher than ever. Yet, you still hear of practices that continue to thrive no matter what happens. It's a fact that plus or minus 20%, most optometry offices operate the same way. How did the practices on the plus side of the bell curve, like Dr. Kenyon's, get there? What do those practices know that you don't, and how can you find out what that is?

Dr. Gary Gerber is optometry's most sought after practice building and management consultant. His Power Practice consulting team has success stories from all over the country from practices of all sizes and modalities. Now, that same talented team is bringing the Power Practice Executive Summit, to a city near you.

This powerhouse event contains material and secrets in use by Power Practice clients. For a fraction of the cost, we'll show you how to adapt those same secrets to your own practice – secrets that will boost your income with the first patient you see after the summit! You'll learn:

- How the best way to survive managed care goes beyond "buy high tech equipment, delegate and work faster"
- Case presentation techniques that immediately increase income
- Easy, fast & ethical ways to increase optical sales
- How to establish and support a brand in your community that no competitors can touch

And with only 20 doctors in attendance, we'll tailor this information to your particular practice.

Exclusive Offer:

Attendance at this unique Executive Summit is strictly limited to 20 practices. That's it. After 20 practices sign-up, we close registration! With only 20 attendees, you'll have ample time for individual attention and be able to interact with likeminded colleagues. The summit content is especially relevant to private practice owners

"The Power Practice strategies and techniques helped me to achieve my practice goals and more. Our patient volume and revenue grew to where it now supports our two doctor office staffed by an incredibly motivated team!"

- Dr. Brian McGourty, Nampa, ID

"After many years in practice, I had read numerous articles, talked with and listened to many lectures on practice management and how to achieve practice success. I can say, whole heartedly, the approach by The Power Practice matched my personal style and just made sense for me. In a very short time, we were able to apply their strategies to enable us to schedule more efficiently, bill more effectively and increase sales to achieve double digit growth."

- Dr. Rena Cron, Eagleville, TN

Power Practice Executive Summit Details

Charleston, SC January 31 ■ San Antonio, TX February 21 ■ Westchester, NY February 28

Atlanta GA April 24 ■ Naples, FL May 11

All Summits are from 8:30 AM to 1:30 PM

Who should attend? The summit content is especially relevant to private practice owners

Tuition for this exclusive summit is only \$169 and is *ONLY* available to 20 doctors for each event.

Register by emailing ExecutiveSession@PowerPractice.com or call 732-577-1389

The Power Practice is optometry's premiere practice building, consulting and management company. Founded by renowned optometrist and practice management expert, Dr. Gary Gerber, the company works with private practices throughout the country to help doctors power their personal and professional dreams.


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POWER YOUR DREAMS
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