



IDEOLOGY
C O N S U L T I N G

Optometry Services

Introduction

No matter what type of practice you own, Ideology Consulting provides high quality business advice, resources and education that is practical and produces results. It's your practice and we are here to help you.

The services outlined on the following pages are designed to be tailored specifically for your practice.

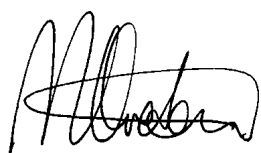
We believe that each practice is different in its own unique way, even if you are part of a larger group, and we need to take into account and preserve these important practice features.

When our work with your practice is finished we will not only help you make the changes you wanted to see, but invested our knowledge into your practice. You will have achieved an on-going benefit and positioned your practice for future growth.

Ideology Consulting is an independent advisor to the optometry industry. We have no affiliation to any group or company. We work only for you and your interests.

Our objective at all times is to deliver what you want, when you want it, and to ensure your practice is stronger, more effective and more profitable than ever.

Thank you for considering the following information and we look forward to hearing from you if we can help in any way.

**Mark Overton****Director****Ideology Consulting – Service Profile**

Business Planning

“If a man does not know to what port he is steering, no wind is favourable to him.” Lucius Annaeus Seneca c. 4 BC – 65 AD

Planning is the key to getting things done and making things happen. A business plan is essential if you are serious about a successful practice.

A planning session facilitated by Ideology Consulting provides you with an opportunity to look critically at your practice and decide what needs to be done to improve it and when.

The plan can reflect your ambitions and dreams for the future and guide you through implementation process.

Ideology provides a business planning service for optometrists to help you achieve your objectives. Using information gathered before and during a planning session our advisors will write your plan for you, then present the completed plan and provide support to make it reality.

Our comprehensive plans include:

- Analysis of your practice’s current strategy and operations
- SWOT and PEST assessment
- “In-practice” planning session (with your staff if preferred)
- Functional and easy to read plan layout tailored to your needs
- Specific actions and activities allocated in achievable time frames.
- Explanations for each action and results oriented instructions
- Tailored post-planning assistance or support if required.
- Ideology Consulting has an extensive collection of resources, letters, notes, templates and marketing materials that can assist in making your plan into reality.
- Improvement opportunity evaluation and reporting
- Inventory assessment and plans

Of course you can ring Ideology for assistance and advice at any time, day or night, if you are unsure or things change.



Marketing Plans & Strategy

It is increasingly important to know who your patients are, what they want and how they want it delivered.

Marketing is an essential component of all business plans, but for most practices, a separate Marketing Plan is a valuable strategic tool.

We work closely with you to develop plans that are achievable, and are focused on practical and profitable outcomes to improve your sales.

We help you develop a coordinated and affordable program of marketing that will support the overall plan.

Then, if you need it, we help you get it done, measure the results and evaluate the outcome.

Services include:

- Practice position and profile assessment
- Marketing Plans and activity to improve market share and patient numbers
- Internal and direct marketing strategies to build practice profile “under the radar”
- Coordination of printed materials and practice branding
- Scheduled marketing calendars and timeline of events
- Letters and patient/referrer communication materials
- Pricing and competitor assessment
- Mystery shops and service reports

Your marketing plan will be coordinated with your practice objectives and resources.

Benchmarking performance & efficiency

Most practices can quickly improve their efficiency and profits by making small changes to the way they operate.

An “outside eye” can often see the lost income opportunities and identify elements and processes that are costing the practice money, time, labour and unnecessary worry.

These can be corrected for the benefit of all, and new targets set for the future.

Using industry references for performance excellence and your own data we can review your entire practice and work out where you can achieve maximum improvement.

Ideology will provide you with an easy to read report with practical recommendations to make your practice as good as it can be. Then, if you need it, we will help you make the changes happen.

We can provide:

- Tailored benchmark reporting highlighting areas for improvement
- Focussed reports on problem areas
- Measureable improvement opportunities
- Best practice comparisons against industry standards
- Additional practice support and recommendations for future change.
- Patient surveys and focus groups

Coaching & Support

As an optometrist and a business owner and a manager you make important decisions every day.

Ideology Consulting can assist you to uncover the best way forward with your practice in its own unique context.

If you would like another perspective that you know is there for you and only you, we can help.

Our advisors will stand by you and help you make the tough decisions, set realistic and targeted goals for you and your business.

We will provide you with objective and personal support and advice about your own performance, strengths and weaknesses. Our objective is always to educate you and develop your skills, not make you dependent on us.

We will help you to improve the way you manage your practice by:

- Helping you to define practice objectives and direction
- Providing management skills assessment and education
- Confirming and supporting decision processes
- Developing an understanding of your unique issues

You can call us and we will be available at any time if you need a friendly ear.

Change Management Assistance

All practices need to change all the time.

Our years of experience with optometry practices tell us that the ability to effectively bring about change is a key competitive advantage. It often sets apart the highly successful from the rest of the pack.

However we can be certain that all change, whether good or bad, has the potential to be disruptive and unpleasant if it is not planned and managed carefully.

Change management is one of the most complex challenges for any practice but intense planning and adherence to some basic principles will usually bring about the desired result.

Ideology can assist you to:

- Plan the change process
- Identify the important steps and pitfalls
- Develop a powerful team and sense of purpose
- Identify the barriers, drivers and key persons
- Keep you focussed on the ideal outcome

Succession Planning

Are you thinking about moving out of your practice or retiring?

Perhaps you are considering joining a group or franchise and would like to look at all your options?

There are many important decisions practice owners make during a lifetime in business, and one of the most important is how to bow out gracefully, effectively, and profitably. Careful succession planning maximises the value of any practice.

All succession plans take time. Your options will be limited unless you have planned well ahead. Unfortunately many practices do not consider the implications and interrelation of the elements that decide if you can achieve your preferred option.

Our succession planning services include:

- Helping to identify options, key people and time lines
- Evaluating the positives and negatives of each one and develop a clear written plan
- Assessing the potential to improve your practice return on sale.
- Assist and refer for formal valuation
- Helping you find succession candidates and negotiate a way forward

Our objective is a smooth transition and continuation of leadership and operational management throughout the practice, and achieving the best exit result for you in your preferred time frame.

Staff Performance Management and Structure

Your staff are your most valuable resource and represent a major investment.

Under performing staff can and will cost you money and market share. Once described by a client as “jelly wrestling with no beginning and no end”, many practices struggle to organise and manage their staff as well as deal with customers, suppliers, family and all the other daily pressures.

Ideology can provide assistance and resources to keep you and your staff productive and happy.

These include:

- Performance appraisals, coaching and education
- Staff and team performance management and strategy
- Job descriptions and employment conditions
- Support and guidance in managing staff problems
- Business structuring and staff planning
- Communication and information management
- Personality profiling and assessment
- Team selection and interviewing.

Practice & Staff Education

A study in the Harvard Business Review showed that businesses who educate their staff consistently out-perform those that don't educate.

A commitment to education underpins everything that Ideology does with its clients.

We offer a broad range of practice related education in key areas that is delivered in a cost effective way with minimal disruption. Almost any aspect of practice management and operations can be covered. Just let us know what you need, or we can help you identify knowledge gaps.

We will come to you, when you would like us there, and arrange for everything. Whether it's an hour at the end of the day with pizza, wine and beer (very popular with small teams and practices), or a full day at a function centre, we have it covered.

Some popular subjects include:

- Sales and sales improvement
- Patient care processes
- Managing quality and customer feedback
- Stock management and selection
- Marketing for optometry
- Leadership and management – the good and the bad.

Practice Resources and Documents

Have you been meaning to finish that Policy and Procedure Manual and never had the time? Or never did get around to sorting out the staff job descriptions?

We can take care of these for you in a timely and economical way. Ideology has many of the basic practice documents and resources available and can tailor to your requirements.

Some of the available resources include:

- Policy and Procedure Manual templates
- Specific Policy documents
- Recall letters
- “Welcome to the Practice” forms
- Job descriptions
- Patient surveys
- Warranty information
- Confidentiality Agreements

This is a broad sample of the services and intellectual property we provide to our clients. If you have any other requirements please let us know and if we can't help we will recommend someone who can.

We look forward to meeting you and thank you for considering Ideology Consulting.

Kind regards

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