

## 10 Things Every Optometry Practice Needs

### A Checklist

	We Need This	We Have This	We Must UpdateThis
1. Business Plan			
2. Budget			
3. A Marketing Plan			
4. A Manager or supervisor			
5. Merchandising ability			
6. Stock management plan			
7. Staff Performance Management process			
8. A great web site that can by updated constantly			
9. A Policy & Procedures Manual			
10. A defined strategy and competitive advantage			

Even 10 years ago it was enough to be a good optometrist and have your practice open to do reasonably well. This is no longer the case. The World has changed and to be successful in business you must be a business practitioner as well as a health practitioner.

If you do not have all of these important elements in your practice, you should move quickly to get that fixed. We don't think these components are optional. You can operate without them...sure. But to get the most from your practice they are "must haves".

If you need help call Ideology Consulting and we will make sure this happens for you!

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