

Building a Specialty CL Practice As Fast As Humanly Possible

Optometry MasterClass
ORTHOKERATOLOGY

Financial Disclosures for Dr. Thanh Mai

W

- Treehouse Eyes, myopia director
- Vision Source, administrator
- Optometry MasterClass LLC, founder
- Visionary Optics, consulting/honorarium
- WAVE contact lenses, honorarium
- Weave, honorarium
- Euclid Systems, consulting, ad board
- UCI Gavin Eye Institute, honorarium
- MES Vision, medical records auditor
- OCOS, RHOS, honorariums
- Contact Lens Spectrum writer
- GMS Symposium, honorarium
- Vision with Answers.com, editor
- Vyluma, ad board
- Coopervision, honorarium
- NIDEK, consulting
- SightGlass Vision, ad board
- Neurolens, honorarium
- Woo U, honorarium
- CA Dept of Justice, expert witness
- PECAA, honorarium
- CEWIRE speaker, honorarium
- APME, honorariums
- Review of Myopia Management, honorarium
- Review of Optometry, honorarium
- Eyes on Eyecare, honorarium





G

Greg Choi

3 reviews · 1 photo

★★★★★ 2 months ago

My baby can see! K contacts are bussin. No 📺. She wears them at night when sleeping. Takes them off when she wakes up and can see perfect! Her confidence is up cause she don't have to walk around with coke bottles everywhere!!

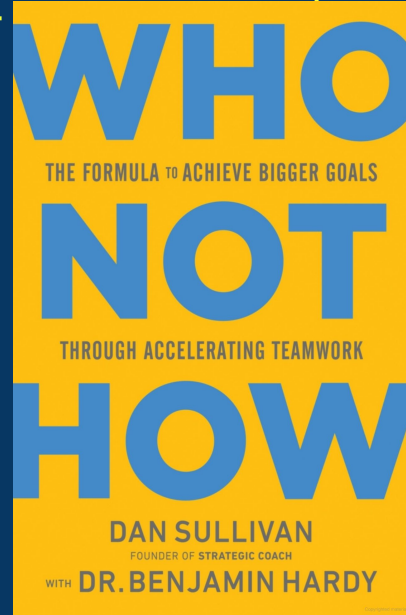


Pareto's Principle

80% of your work output results from 20% of your effort



Step 1: Who is your WHO





Beware the $N = 1$

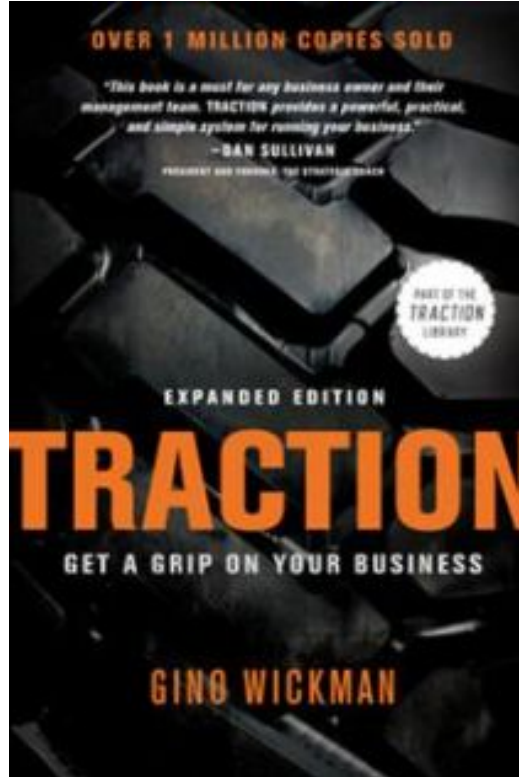
“External marketing doesn’t work”

Tabbing a Specialty CL Staff Expert

- Your WHO on your staff that helps the patients and helps with marketing



Step 2: What is my System?



Best ideas are from
non-ODs

Best practices don't
need people, they
need systems

Bringing the Dream Back to Small Business Worldwide!

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CHRIS McCHESNEY
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THE NEW YORK TIMES BESTSELLING AUTHOR
JIM HULING

FOREWORD BY CLAYTON CHRISTENSEN
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JOHN C. MAXWELL

REVISED & UPDATED
10th ANNIVERSARY EDITION

THE 21 IRREFUTABLE LAWS OF LEADERSHIP

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the art of stress-free productivity

from the New York Times bestselling author

David Allen


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MIKE MICHALOWICZ

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ESCAPE 9-5, LIVE ANYWHERE, AND JOIN THE NEW RICH

EXPANDED AND UPDATED

TIMOTHY FERRISS

Unabridged • Read by Ray Porter

Step 3: Master My Time

MON	TUE	WED	THU	FRI	SAT	SUN

1. Quote: “Don’t show me your priorities, show me your calendar.” Staff mtg? Marketing?

Step 4 : Internal Marketing

The Reward System



- If you don't have a treasure chest or something like it, you ain't legit yet.
- Don't commit myopia malpractice

Protecting Your Children's Vision

Learn what eye doctors do to treat their own children who need glasses.



The E-Book, white paper, etc.

CHAPTER 1

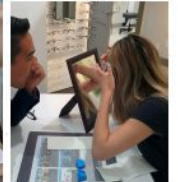
I'm nearsighted too!

by Dr. Thanh Mai

My parents had four children when they moved to the United States from Vietnam. I am the third. Guess who has the worst vision? Bingo, you got it. Me. Ironically the eye doctor. My parents on the other hand both have excellent eyesight and don't wear glasses.

Both my parents were born in Vietnam and all four of their kids were born in the United States. The four children are as blind as bats when we're not wearing glasses or contact lenses. Funny how similar genetics but vastly different environmental upbringing affects one's vision. Have you ever seen the letter chart hanging on the wall at your doctor's office? Even the big E at the very top I cannot read without my glasses.

I remember going to elementary school. I would sit next to my buddy Tim and bug him all the time when I couldn't read something the teacher





Phone call scripts

- “Yes, you called the right place! Our practice is the best when it comes to _____. We usually start with a consultation to answer all your questions regarding our program where you get to meet the doctor directly.
- Ideally the CL staff expert fields this call

Your First Lecture is Internal

Do specialty CL lecture

- Helps to train them better about the WHY and science
- This is your rehearsal

THINK BIG
FOR LITTLE EYES

Thanh Mai OD, FSLC



Treehouse Eyes
MYOPIA CARE FOR KIDS



Treehouse Eyes
MYOPIA CARE FOR KIDS

**Step 4 : External
marketing - the fire to
a 7 figure specialty CL
practice**

Who is your WHO target Niche for a Scleral Practice



Hi Dr. Cornea,

I am optometrist in Costa Mesa and we see many patients with corneal diseases (particularly keratoconus). I've seen your name on multiple charts throughout the year and the patients are always **very happy** with your care!

I am referring you a patient today for a cross linking consultation who will be calling your office soon.

Lastly, I was hoping to meet you in person for lunch or even just coffee when you have a moment? It'd be great to meet you personally so I can comfortably refer. My good optometry friends all tell me you are great.

Thanks,

-Thanh Mai OD FSLs



Building a Successful Myopia Management Practice: Proven Strategies from the Experts



David Kading,
OD, FAAO, FCLSA
January 11, 2023
7PM Eastern Time



Thanh Mai,
OD, FSLC
February 1, 2023
7PM Eastern Time



Bethany Fishbein,
OD
February 15, 2023
7PM Eastern Time



Success

