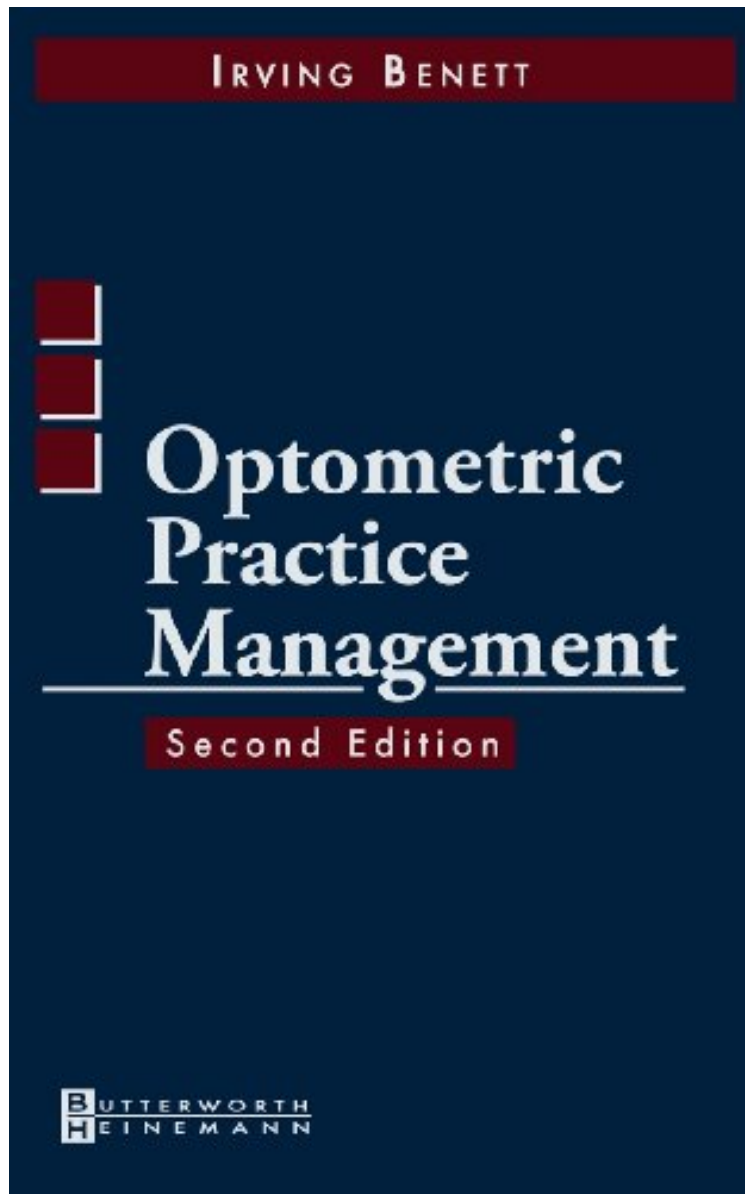


(Ebook free) Optometric Practice Management, 2e

## Optometric Practice Management, 2e

*Irving Bennett OD FAAO*  
*ePub | \*DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#2789042 in Books Butterworth-Heinemann 2002-10-11 Original language: English PDF # 1 9.02 x .88 x 5.98l, 1.53 #File Name: 0750674288352 pages | File size: 20.Mb

**Irving Bennett OD FAAO : Optometric Practice Management, 2e** before purchasing it in order to gage whether or not it would be worth my time, and all praised Optometric Practice Management, 2e:

Filled with practical strategies for addressing the problems of day-to-day practice, this explains how to promote

business and marketing skills without detracting from the professionalism of the optometrist. Authored by an expert in the field of practice management and optometry for the most effective, realistic advice and guidance. Concise, readable text synthesizes the author's 40-plus years of expertise in optometric practice. Necessary business and marketing skills are presented in a way that is compatible with the optometrist's professional image. Tips and tools are provided on how to approach the client as both a consumer and a patient. Helpful information for students or optometrists who own or are planning to own their own practice. Completely re-written and updated. 4 new chapters cover topics such as practice locations, part-time practicing, managed care, management of un-met vision needs, and the office of the future. An increased focus on how to work with partners, including how to exit gracefully from a partnership. A discussion of how to start a part-time practice addresses real-world considerations and practical strategies. Hot new topics such as co-management of patients, gender and ethnicity, senior patient concerns, and discounting.

About the Author Irving Bennett, OD