Monthly **FOCUS**

WALMAN OPTICAL

Should You Track Revenue Per Patient?

One key metric that can significantly impact your practice's financial health is revenue per patient. By calculating and strategically increasing revenue per patient, your practice can unlock the benefits of higher profitability and improved patient experiences.

Calculate Your Revenue Per Patient

National Average: $346

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Gross Annual Revenue		Total # Comprehensive Exams		Gross Revenue Per Patient

7 Ways To Increase Revenue Per Patient

1

The Power of Doctor Recommendation
The most impactful change you can make to your capture rate and revenue per patient is prescribing specific eyewear solutions to patients in the exam room.

2

Promote Premium Product
High-performance ophthalmic lenses, high-end frames and custom contact lenses offer patients the best visual experience possible while generating a higher sale price.

TIP: Try using package pricing in your practice to increase premium product sales. Visit www.walmanoptical.com/package for free templates to help you get started.

3

Assess Exam Fees
Average exam fees can vary significantly— if your revenue per patient is lower than desired, it might be time to assess your fees for comprehensive exams, as well as additional services like contact lens fittings and wellness scans.

877.863.2759 | www.walmanoptical.com

Coming Up

Can't Miss Webinar
How Do I Get My Patient's Buy-In on New Technology Every Time?
October 20th
11:00 - 11:30 AM CST

Virtual Events
ABO Prep Part 1: All Knowledge Except Prism
October 18th
12:00 - 3:00 PM CST

ABO Prep Part 2: Understanding the In's and Out's of Prism
October 19th
9:00 AM - 12:00 PM CST

Dealing with Difficult Patients and Troubleshooting - 1 Technical ABO Credit
October 20th
12:00 - 1:00 PM CST

Virtual Walman University
November 4
9:00 AM - 3:30 PM CST

Virtual Dispensing Academy
November 15 - 16
9:00 AM - 3:00 PM CST

ECP ADVANTAGE
Powered By Walman

Register today for any course at www.ecpadvantage.com.

4 Improve Capture Rate

Track and identify why patients walk out without purchasing from your practice, then start to make changes to those areas to improve your capture rate.

TIP: Visit www.ecpadvantage.com to take an on-demand course on capture rate today. Select Capture Rate from the Event Type drop-down.

5 Review Retail Pricing

Ensure your retail pricing is set appropriately for your patients' budget while generating enough profit margin to support your practice.

TIP: Use Walman Optical's Price Tool to help you calculate retail pricing. Visit www.walmanoptical.com/pricetool to get started today.

6 Multiple Pairs

Every additional pair of eyewear sold to a patient generates profit without any additional overhead expenses. Target lifestyle profiles, specials and contact lens patients.

TIP: Visit www.ecpadvantage.com to take an on-demand course on capture rate today. Select Multiple Pairs from the Event Type drop-down.

7 Plano Sales

Patients not requiring corrective lenses, or without prescription changes, can still be great candidates for fashion frames, computer glasses, sport or safety protection, or plano sunwear. Don't rule out potential sales!

Virtual Education Opportunities

Virtual Walman University

Discover the psychology of the patient's mindset to increase profits in your practice.

- Vision Using Lasers to Explore How the Eye Works
- Troubleshooting, When Things Go Wrong
- Solutions for Anisometropia
- The Psychology of Experience
- The Psychology of Perfect Vision
- The Psychology of Product Assortment

  All courses are ABO, NCLE and CPO approved.

Event Details:
Date: November 4
Time: 9:00 AM - 3:30 PM CST
Cost: $79 for Walman customers
$119 for non-Walman customers

Virtual Dispensing Academy

Join us for a hybrid mix between on-demand courses and live virtual courses for new dispensers. This course includes everything from technical knowledge, such as lens thickness and ocular anatomy, to the softer side of optical, including selling skills and frame styling.

Live Virtual Courses
Date: November 15 - November 16
Time: 9:00 AM - 3:00 PM CST
Cost: $500

On-Demand Courses
These courses are required before attending the first live virtual session. A voucher code for the on-demand courses will be sent to you after registration for the event.

Learn more about each course and register today at www.ecpadvantage.com