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How Does a Bank Robber's Advice Apply To VT Doctors?

By Thomas and Amee Lecoq

We encounter many doctors whose practices are stuck despite intensive efforts to reach out to schools for referrals. It reminds us of the Depression era bank robber, Willy Sutton. He was asked, "why do you rob banks?", Sutton answered: "Because that's where the money is."

At a recent More Patients Breakthrough Course, one of the participating doctors had been focusing public outreach on on educators in order to generate referrals. Despite a serious effort, the VT caseload declined.

Unfortunately, kids are not the ones who decide to seek or enroll in vision therapy, and it's not teachers or other professionals who put children into vision therapy. It is parents who do that. and it is parents you need to reach.

So our advice is always, focus your community outreach efforts on groups and organizations that consist of parents. The good news is that almost any group or organization you find consists of parents.

Although many groups have seemingly unrelated service missions of some sort, most of those missions can be tied back to the results VT doctors consistently produce. With that in mind, the point of speaking to any group is to address the issues that the parents in that particular room are dealing with—their own kids who are having trouble with school work

or behaviors that are tough to deal with, and in particular, problems that arise for a child who avoids.

And don't forget about grandparents. Thomas is one and has paid for vision therapy for five of eight grandchildren. If you've been in VT practice for long, you know that it is often grandma who actually brings the child to therapy sessions and they often pay for VT as well.

In our area, there are nearly a dozen groups for seniors. One other thing about seniors, they take a long term view of life and place higher value on the long term payoff for doing vision therapy.

In our More Patients Course, it often takes time to turn participants away from the focus on trying to generate school referrals. But clients we have coached on this issue consistently report that refocusing on parent groups produces a steady increase in VT patient enrollments.

Amee and I invite you to transform your ability to communicate with parents, patients, educators and professionals by participating in the More Patients Breakthrough Course. Expect remarkable results after just three days, results that will last a lifetime. Find out more.

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