

# The Vision Source Experience



Breakthroughs to Peak Performance

Program Sponsors



MARCHON



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# New for 2010!

Based on your ideas, content for this year's Vision Source Experience program focuses on training and education aimed at growing top line revenue for your practice!

With entirely new material for 2010, this daylong seminar demonstrates how a Vision Source practice can significantly increase its gross income when incorporating planned processes and integrating aligned Vision Source programs.

Attendees will leave with many quick-to-implement practice management strategies.

For a doctor,  
providing optimal **patient care** is paramount.

For a practice,  
providing optimal **business care** is vital.

# Agenda

- 7:30 - 8:00**      **Arrival, Sign in & Continental Breakfast**
- 8:00 - 8:15**      **Welcome & Introductions**
- 8:15 - 10:00**      **Breakthroughs to Peak Performance - Part I; Stoltz**  
Best Business Practices of Other Healthcare Professions.  
Discusses how a practice can increase its top line income by incorporating practice management successes of other other health professions.
- 10:00 - 10:30**      **Program Sponsor Presentations**
- 10:30 - 11:00**      **Morning Break**
- 11:00 - 12:30**      **Breakthroughs to Peak Performance - Part II; Luthro**  
Best Business Practices in Retail Planning.  
Reveals how a practice can increase its top line income by understanding why people buy.
- 12:30 - 1:30**      **Lunch**
- 1:30 - 3:30**      **Breakthroughs to Peak Performance - Part III; West**  
Best Business Practices in Optometry.  
Teaches how a practice can increase its top line income by employing many proven practice management strategies.
- 3:30 - 4:00**      **Afternoon Break**
- 4:00 - 4:30**      **Breakthroughs to Peak Performance - Part IV; Kell**  
Best Business Practices in Vision Source.  
Demonstrates how a practice can increase its top line income by integrating aligned Vision Source programs.
- 4:30 - 4:45**      **Closing Comments & Adjourn**

# Speakers

(For Additional Information,click on the person's name)

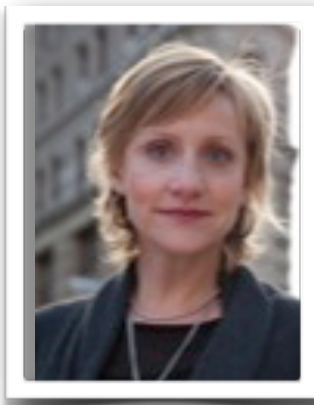
## **Mr. Bernie Stoltz - CEO, Fortune Management**

In early 1990, Bernie Stoltz's infectious enthusiasm and simple-to-implement business strategies caught the eye of Anthony Robbins, world famous personal achievement coach and author. Since then, Bernie has conducted hundreds of training programs across the globe to help thousands of health care practitioners become their professional and personal best. Bernie is a no-nonsense speaker who packs his programs with relevant information. He is known for presenting practical solutions for complex issues that practices face today. Participants will have an outstanding experience, understanding significant practice management successes of dentists, and other health care practitioners, and leave with practical information that will make a difference in their business and personal lives.



## **Ms. Anne Marie Luthro - VP, EnviroSell**

Researching shopper behavior and how it correlates with store design, product merchandising and retail operations is the cornerstone of EnviroSell. Ms. Luthro has spent over 15 years understanding the nuances of human behavior in various retail environments. Within each, studying how shoppers respond is instrumental to understanding "why people buy." With this knowledge, Ms. Luthro teaches how to create an optimum purchasing environment. EnviroSell has extensive experience working with numerous retailers and manufacturers, including those in the vision care sector. Clients include Quaker Foods, Starbucks, The Gap, Citibank, Best Buy, Bank of America, Staples, RadioShack, and others. A dynamic speaker, Annie Marie is never dull, often funny and always spot on.



## **Dr. Walt West - CEO, Practice Management Academy**

As every optometrist starting his own practice discovers, there is a lot more to the business than examining patients and writing prescriptions. Dr. Walt West founded the Primary Eyecare Group, Inc., a current Vision Source practice in Brentwood, Tennessee and practiced there from 1975 to 2002. By the 8th year, he began doubling his business annually before settling in at steady double-digit growth until he sold his practice in 2003. Dr. West currently serves as an adjunct professor for the Southern College of Optometry. As a leading speaker, he has presented to professional audiences in 16 countries on 5 continents and is recognized internationally as an author and practice management expert. Dr. West is the Chief Editor of Optometric Management magazine and has recently published, "When Your Success Is On the Line."



# Host

(For Additional Information,click on the person's name)

## **Dr. Hans M. Kell - VP, Vision Source**

Dr. Kell received his Doctor of Optometry degree from the Southern California College of Optometry in 1990. He followed by completing residency training at the West Los Angeles Veterans Administration Medical Center in 1991. He then held a Staff Optometrist position at the University of Miami's Bascom Palmer Eye Institute. In 1996, Dr. Kell left the Institute to assist in opening and overseeing an ophthalmic medical/surgical co-management center with the Pacific Cataract and Laser Institute in Anchorage Alaska. In 1999, Dr. Kell and his wife, Jennifer, decided to raise their family closer to home, and as a result joined his brother in private practice at the Front Range Eye Health Center in Louisville, Colorado. From 2001 through 2008, Dr. Kell also served as co-administrator for the Colorado Vision Source network. Dr. Kell transitioned from private practice and joined Vision Source's senior management team full-time as Vice President of Practice Development in July 2008. He now resides with his family in Kingwood Texas.



## Program Sponsors



# Locations & Dates

1. Friday - January 22, 2010 Norman, OK
2. Thursday - May 27, 2010 Salt Lake City, UT
3. Wednesday - June 2, 2010 San Antonio, TX
4. Thursday - June 10, 2010 Indianapolis, IN
5. Wednesday - June 23, 2010 Omaha, NE
6. Thursday - July 15, 2010 Bloomington, IL
7. Wednesday - July 28, 2010 Philadelphia, PA
8. Wednesday - August 25, 2010 Atlanta, GA
9. Friday - August 27, 2010 Seattle, WA
10. Wednesday - September 15, 2010` Minneapolis, MN
11. Saturday - October 9, 2010 Las Vegas, NV\*
12. Friday - October 15, 2010 Orlando, FL

\* In partnership with Vision Expo West. For the Las Vegas Program, Mr. Tom Moseman (Sr. VP, Sales & Marketing, EnviroSell) will be replacing Ms. Anne Marie Luthro.