

10 Questions to ASK YOURSELF

1

Credentials that count:

What's the experience and qualifications behind your team that set you apart from the competition?

2

Signature services:

What unique procedures, treatments, or tools do you offer that no one else does? Highlight these distinctive services.

3

Experience they'll rave about:

How do you make your patients feel valued and well-cared for, ensuring they return and refer others to your practice?

4

Top-tier talent:

Do your staff have specialized skills and expertise that make a significant difference in patient outcomes? Emphasize your high-quality care.

5

Award-winning reputation:

How is your practice recognized in the industry? Showcase any awards or accolades as proof of your excellence.

6

Cutting-edge innovation:

How is your practice staying ahead with the latest advancements in technology and treatments?

7

Tailored touch:

How do you personalize treatments to meet the specific needs of your patients, ensuring optimal outcomes and satisfaction?

8

Knowledge is power:

Do you educate your patients so they can make informed decisions about their eye care? If so, how do you educate? Well-informed patients are loyal patients.

9

Safety first:

Do you have a stellar safety record? Highlight your commitment to patient safety and high standards of care.

10

Beyond business:

How do you contribute to the community and show that your practice is dedicated to more than just business? Show your community involvement and heart.

Creating Your Unique Value Props:

YOUR ANSWERS

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