ENHANCING YOUR COSMETIC PRACTICE WITHIN A MULTI-SPECIALTY CLINIC

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I have no financial interest in this presentation.

OCULOPLASTICS

- (Definition)
- (Training)
- (Organizations)
- (Scope of Practice)

KEYS:

- Overall staff buy in- front desk to surgery center
- Doctor buy in from other specialties
- Marketing
- Patients
- Find a Champion

STAFF BUY IN

- Show the staff what you have available
- Encourage the staff to try the products
- Guinea pigs
- Scripts
- Before & Afters

TECHS

- Selling is a naughty word.
- “Educate”
- Another form of caring for the patients
MARKETING

• Internal and external marketing
• Word of mouth- Staff educating patients

LOTS OF COMPETITION

• MD
• Quality products
• Reputation

STATS:

• (Increased revenue)
• (Elective revenue)
• (Time requirements)
• (Overall benefit)

THANK YOU!

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