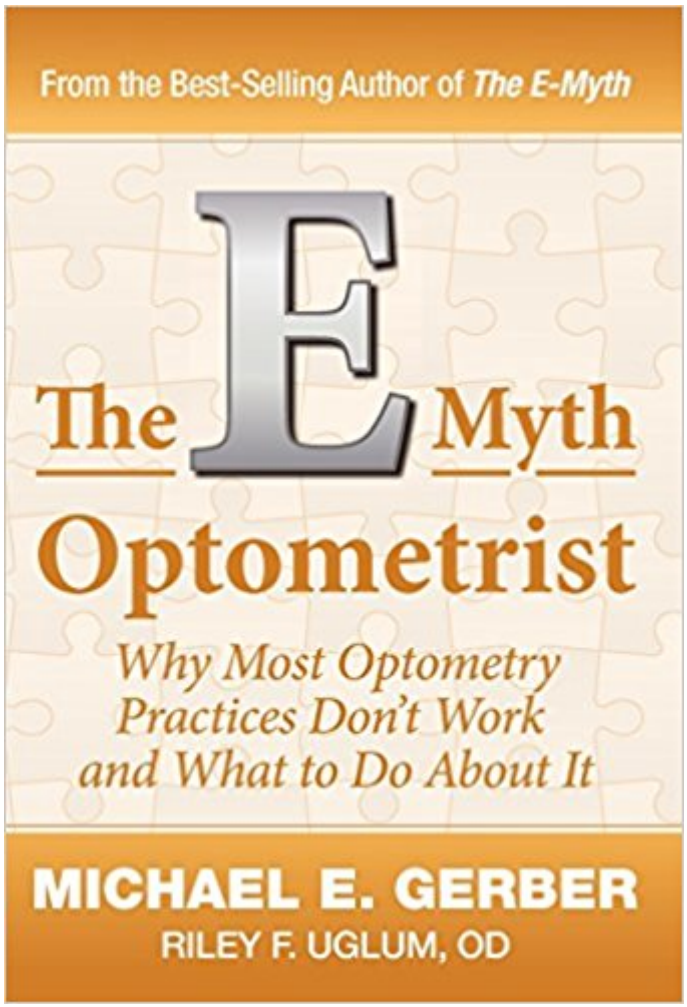
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The E-Myth Optometrist



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Synopsis

A successful optometry practice is a juggling act. You need to know your field of optometry, as well as how to run a small business. Your education has prepared you for the technical ins and outs of optometry practice. But what has prepared you to run a business? The E-Myth Optometrist fills this knowledge gap, giving you a complete toolkit for starting a successful practice from scratch or maximizing an existing practiceÃ¢â ¬â„¢s performance. Loaded with practical, powerful advice you can easily use, this one-stop guide helps you realize all the benefits that come with a thriving optometry practice. Combining the wisdom of renowned business expert Michael E. Gerber and the optometry expertise of Dr. Riley F. Uglum, The E-Myth Optometrist equips you to: Stop trading time for dollars. From yourself from unprofitable, unproductive, and time-consuming routines. Transform from a successful optometry technician into a successful optometrist-manager-entrepreneur. Shift from tactical thinking (working “inÃ¢â ¬Â• your business) to strategic thinking (working “onÃ¢â ¬Â• your business). Implement innovative systems to produce consistent results as your practice grows. Manage the processes –- not the people – for getting things done. Schedule time for entrepreneurial work, using a weekly planning tool. Create the story that becomes the heart of your practice. The E-Myth OptometristÃ Â offers you a road map for an optometry business thatÃ¢â ¬â„¢s self-sufficient, growing and highly profitable. Take your practice to levels you didnÃ¢â ¬â„¢t think possible with this insightful guide! Dr. Riley Uglum is the founder and CEO of Promethean Ventures. He founded the company in 2009 with the goal of helping private practice health care practitioners understand and combine time tested wealth creation tools with systemic health care strategies so they can be free to live the life they choose. A 34-year veteran of the optometry profession, Dr. Uglum is also President of Eye Care Associates of New Hampton, a highly systemized business that operates out of a modern facility and sets the standards for what an optometry practice should look and act like. It operates well beyond the realm of traditional practice management techniques by combining advanced financial strategies with systemic entrepreneurial wisdom. He has co-authored a book titled The E-Myth Optometrist with Michael E. Gerber, published in spring 2011, and is a Michael E. Gerber Partners' Company author and founding partner. Dr Uglum is also executive director of the National Wellness AllianceÃ Â www.nationalwellnessalliance.com. Riley and and his wife (and business manager) Kathy have been married for 37 years and reside in New Hampton, Iowa. They have two adult children who have provided them with five adorable grandchildren. A golden doodle named Remi rounds out the family and provides comic relief. --This text refers to the Audio CD edition.

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Customer Reviews

Dr. RILEY UGLUM is the founder and CEO of Promethean Ventures. He founded the company in 2009 with the goal of helping private practice health care practitioners understand and combine time tested wealth creation tools with systemic health care strategies so they can be free to live the life they choose. A 34-year veteran of the optometry profession, Dr. Uglum is also President of Eye Care Associates of New Hampton, a highly systemized business that operates out of a modern facility and sets the standards for what an optometry practice should look and act like. It operates well beyond the realm of traditional practice management techniques by combining advanced financial strategies with systemic entrepreneurial wisdom. He has co-authored a book titled The E-Myth Optometrist with Michael E. Gerber, published in spring 2011, and is a Michael E. Gerber Partners' Company author and founding partner. Dr Uglum is also executive director of the National Wellness Alliance. Riley and and his wife (and business manager) Kathy have been married for 37 years and reside in New Hampton, Iowa. They have two adult children who have provided them with five adorable grandchildren. A golden doodle named Remi rounds out the family and provides comic relief. --This text refers to the Audio CD edition.

As a medical sales professional, it is critical for my success to stay ahead of trends in the industry. Dr. Uglum and Mr. Gerber explore in-depth the challenges and shortcomings of modern-day optometry practices and provide concise, alternative pathways to success and financial security.

The ideas outlined here will challenge traditional thinking! The scope of this book extends further than optometry; it is directly applicable to any independent medically based practice. A must-read for the doctor who wants to stay ahead of the fast-changing world of health care.

Enjoy

From the look of it, the authors simply rehashed old material substituting the word optometrist in the subject line. There are some good points: think strategically, develop systems. It reads like a nike commercial, ".. Just do it" it contains lots of zen-like material and philosophy of life stuff. If you're want a pep talk, buy the book. If you're looking for specific advice, skip this one.

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