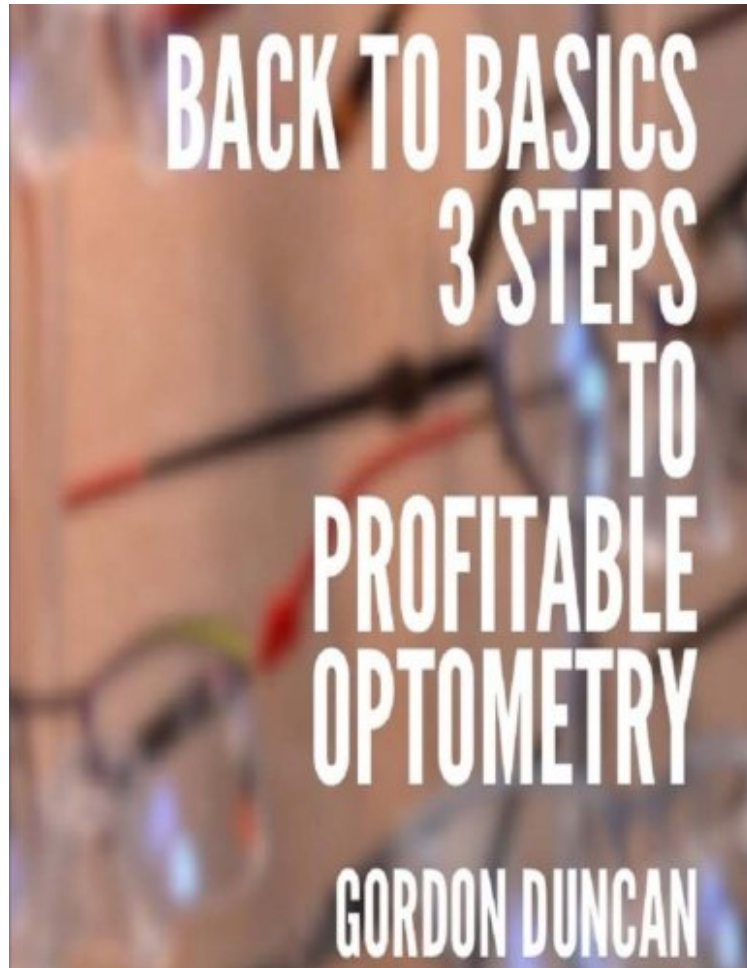


[Free] Back to Basics: 3 Steps to Profitable Optometry (Practice Progress)

## Back to Basics: 3 Steps to Profitable Optometry (Practice Progress)

*Gordon Duncan*

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**Gordon Duncan : Back to Basics: 3 Steps to Profitable Optometry (Practice Progress)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Back to Basics: 3 Steps to Profitable Optometry (Practice Progress):

The eye care industry is at a crossroads. Government healthcare presents nearly insurmountable challenges. Understanding how to code has practically become impossible. Costs soar. Revenues decrease. Quality employees are hard to find. And the big one Few practices make a profit, and even fewer doctors are making a good salary. This book is here to help. Returning to the basics means returning to the core of what you already know. And it is also enabling you to do the basics so well that you can make money again. So, what are those basics? 1. Provide the best eye care. 2. Keeps costs low. 3. Increase revenues. So, in the following chapters, I am going to give you help to enable you to give

the best eye care possible, show you how to lower your costs, and teach you how to increase revenues. Along the way, I will share real world examples to follow and avoid. Im glad you are ready to go back to the basics. Gordon Duncan  
jgordonduncan@gmail.com

About the Author Author, Gordon Duncan, is an award-winning educator, salesman, teacher, manager, and writer. He has taught in the public school system, lobbied for schools' accreditations, managed eye clinics, led sales' teams, run marathons, and even published a book on theology. He has been happily married to Amy for over 20 years and is the proud father of 3 wonderful girls. You can find more about him at almost all social media platforms. If you would like to know more day to day about his thoughts on optometry, find him at [fb.me/optometricrescue](https://www.facebook.com/optometricrescue) and [https://www.instagram.com/od\\_rescue/](https://www.instagram.com/od_rescue/) And of course, you can always email him at [jgordonduncan@gmail.com](mailto:jgordonduncan@gmail.com).