

Project Practice Success In a Box

Organizing and Executing Successful Trunk Shows

What is a Practice Success In a Box?

A Vision Source Practice Success In a Box Project is an accelerated approach to increasing practice revenue through the carefully planned implementation of best practices. Each Practice Success In a Box project focuses on a specific practice management idea that is designed to enhance your practice. Any Practice Success In a Box can be used by Vision Source members to train the strategies and tactics associated with implementing the particular practice management strategy to their staff for better understanding, implementation, and success. A Practice Success In a Box can be used in a practice during staff meeting as a discussion topic. Vision Source administrators may also discuss the Practice Success In a Box program in their local meetings to increase member awareness as new topics become available.

What makes Practice Success In a Box projects so successful?

The Vision Source Practice Success In a Box is successful because you get a detailed explanation of the project and a step-by-step guide explaining how to successfully implement the specific project in your practice. Each Practice Success In a Box is written by a Vision Source member or staff member that has already demonstrated a significant level of success in doing exactly what they're teaching you.

Welcome!

You and your staff are about to begin a process that has the potential to significantly increase revenue in your practice. And you're not on your own! The Practice Success In a Box team has developed a specific protocol comprised of "best practices" that have proven successful in practice after practice across the country. The "best practices" in our protocol have been successful in practices that are rural, suburban, urban, both large and small. In addition, each practice that participates in this Practice Success In a Box project will be assigned a Mentor who has successfully increased contact lens profitability in their own practice by using the protocol we will be teaching you and your staff.

Objective, Strategies, and Tactics

Our objective is what we want to accomplish overall, the strategies describe or identify the specific initiatives we will leverage to achieve our objective and the tactics are the specific behaviors or tasks we will complete to support our strategies.

Let's look at those components individually:

Objective

Simple! The objective of the Practice Success In a Box is to organize and SUCCESSFULLY execute an optical trunk show.

Strategies

The strategies required for organizing and executing successful trunk shows for your practice include thorough execution of three elements by you and your staff:

1. Planning
2. Implementation, and
3. Review/Revision

Tactics

The tactics we will utilize:

1. Developing an understanding of the “trunk show” concept, and how it’s successful execution can benefit the practice
2. Identifying each staff member’s role in the process AND event
3. Selection of a date, theme and vendors
4. Food selection and decorations
5. Developing a strategy for patient flow on the day of the event
6. Development of a plan for discounts and utilization of patient insurance policies

7. Development of a plan for the utilization of patient payment such as Care Credit
8. Development of a plan to for the utilization of Vision Source Vendor Resources such as the Essilor Pair 50 to increase sales and revenue
9. Devising realistic expectations and goal setting
10. Devising a bonus and reward system for the staff based upon event outcome

What is a trunk show, and why should you host one?

Overview

The following is intended to describe the concept of an optical trunk show and to encourage utilization of tactics to promote and deploy successfully.

Learning Objectives

1. Describe and educate doctors and staff on the concept of an optical trunk show
2. Identify the key components necessary to plan, execute, and review the event
3. Determine how each (and every) staff member has something to contribute to the event and designate job responsibilities
4. Understand how the event benefits the practice, its patients, the community, and the staff
5. Development of a dashboard for review and revision following the event

What is an optical trunk show?

An optical trunk show is a special event hosted by your practice to showcase your staff, facility, and frame vendors. It can take on the theme of a party or open house to promote “community” for the practice, and also provide an opportunity to generate significant revenue for the practice in an otherwise “slow time”.

The Doctors role in planning a trunk show

Getting staff to be open to trying new things can be one of the greatest challenges in managing an optometric practice. Staff members are sometimes apprehensive when it comes to making any changes in the way they do things in the practice. As a result, it is up to you as the doctor or business owner to create a clear understanding for each member of the staff as to why the protocol is changing and what outcome to expect. If you can get the staff to fully understand the reasons for the change, you will find that your practice will be much more successful with implementing any new protocols and processes in your practice.

How do we plan a trunk show?

The organizational phase realistically should begin at least 6months prior to the event (if not more), and involve every staff member. It will be vital to consider a number of things in preparation including, but not limited to, date of the event, hours to host, vendor inclusion and roles, theme, means of advertisement, needs/expectations of patients/consumers, and awareness of the market and area competition.

When should we have a trunk show?

Selection of a date for the event should be made to maximize the potential for practice growth and financial gain. Ideally, the event should serve to boost the economics of the practice during a historically “slow” time as shown by review of practice metrics. Initially, the practice may choose to host the event while conducting regular, or slightly reduced practice hours and flow to maintain production, while assessing the interest and potential for such events. As interest and attendance increase over time, it may be necessary to limit the number of patients seen on the day of the event, or to eliminate clinic hours completely to maximize utilization of space and staff. Day of the week and number of hours to host such events can also be adjusted accordingly, with detail paid to avoiding days that coincide with other area events and holidays. As the regularity of your trunks shows occur, be mindful of consistency in the selection of dates. This serves as a means by which to increase the anticipation and participation by your patients and other consumers.

Review the list below. Answer the following questions to plan for your event.

- _____ Typically, when is the “slowest” time of the year for the practice?
- _____ What day of the week would best accommodate attendance?
- _____ What time of day would best accommodate attendance?
- _____ Are there any other holidays or events scheduled that would potentially interfere with attendance?

Other discussion notes:

Plan of Action (what will you do?)

Timeline (what will be done, when and by whom?)

_____	by _____/ _____/ 2014	done by _____
_____	by _____/ _____/ 2014	done by _____
_____	by _____/ _____/ 2014	done by _____
_____	by _____/ _____/ 2014	done by _____

How do we market the event to patients and the community?

Market the event to your existing patient base, as well as to the community.

Both internal and external marketing apply. Approximately one month prior to the event, prominently display event fliers in each exam lane and instruct all staff members to extend an invitation to each patient. Utilize your practice management software to compile a list of current households, and to print mailing labels for event fliers. Vendor co-op may provide sponsorship to assist in marketing externally to the community. Don't forget about the huge impact that social media can play with regard to advertisement both beforehand, as well as on the day of the event. For example, apply a discount to a lens options for those guests who "check-in" on social media and alert others of the event.

Plan of Action (what will you do?)

Timeline (what will be done, when and by whom?)

_____	by _____	/ _____	/ 2014 done by _____
_____	by _____	/ _____	/ 2014 done by _____
_____	by _____	/ _____	/ 2014 done by _____
_____	by _____	/ _____	/ 2014 done by _____

Which frames vendors should be invited to participate?

While your practice may have a good working relationship with many frame vendors, it will be important to choose 3 to 4 frame vendors that you feel will have the most positive interpersonal and financial impact on your event. Knowledge of the metrics of your optical will provide valuable insight when selection of vendors for participation and sponsorship occurs. It is recommended that the most popular frame lines, as well as those that have been requested frequently by patients be given first consideration. When making selections, also be mindful of vendors who are able to provide the best profit margin on materials as well as sponsorship potential. This includes frame and door prize donation, and a food, beverage, and marketing allowance. Due to the fact that frame representatives schedule appointments and frame expos months in advance, it will be necessary to plan with them and follow-up regularly to avoid scheduling conflicts.

Timeline and Confirmation of Frame Vendors (and Essilor representative!):

_____	contacted	____/____/____	confirmed	_____
_____	contacted	____/____/____	confirmed	_____
_____	contacted	____/____/____	confirmed	_____
_____	contacted	____/____/____	confirmed	_____
_____	contacted	____/____/____	confirmed	_____

Donations by other representatives:

Choosing a theme for the event

Organizing your trunk shows as true “events” for your patients/consumers will also increase attendance, enjoyment, and referrals. Accomplish this by choosing a theme for the event, and then build the decorations, means for providing frame discounts, marketing and menu around this theme. Such ideas include football tailgate parties, Halloween Trick or Treat, beach themes, Casinos, March Madness, and Masquerade Balls. The list of such themes and ideas is endless, and serves a wonderful opportunity to involve and utilize your staff members to plan and host a “party” for the “guests” to your practice. This atmosphere will ultimately serve to increase participation by both staff and guests, and increase the potential for success and profit.

Theme_____

Design for flyers, promotions, postcards_____

Decorations_____

Menu_____

On the day of the event

The day of the event is a very important and hectic one. Final details will need to be put in place, and food prepared. Everyone in the office will play a vital role in the smooth flow of guests through the office on this day.

Greeting guests and partnering them with a staff member to assist them during their visit is vitally important. This will provide “one on one” attention for the guest, as well as “streamline” their experience while visiting the practice. It is important to be aware of time management for the guests as well as the staff, and to devise a plan for flow of the guests through the office.

Plan of Action (what will you do?)

Applying frame discounts and utilizing insurance

After frames have been selected for purchase, the discount may then be selected by the patient. It is suggested that these discounts be applied to the frame only, and that it be in lieu of insurance benefits for the frame. In the event that the guest has an insurance benefit toward a frame, the better of the two discounts will be extended. Lens benefits are also applicable. It is recommended that the manner in which insurance will be applied and discounts offers be plainly stated in all advertisement to avoid complications or misunderstandings on the day of the event.

Devise the selection of the discount in a manner that boosts the festive nature of the event with regard to the other participants. For example, popping balloons containing discounts, spinning a huge roulette wheel, and putting guests inside a prominently displayed “money machine” increases the excitement and collective feeling of all participants at the event. This “sense of inclusion” ultimately increases the likelihood of other guests making purchases.

Rules for discounts and insurance that all staff should apply:

Ordering frames and lenses

It is helpful to have a separate area set aside away from the festivities in order to discuss lens selections, insurance and payment with your guests. This area can also be utilized for any measurements required to customize their products, and to sign them up for door prizes. Explain the ordering process for their purchase, and provide a time estimate for the finished product. Offering payment options for your customers may also assist in finalizing transactions. By letting all of your patients know up front about all of your payment options, including special financing through CareCredit, you can help more patients get the products and services they need and want today, while in your practice, rather than going elsewhere to make their purchase at a later date. When patients know early on that they may not have to limit their purchase based on their current cash, they may have more freedom to purchase multiple pairs on the day of the event. Vision Source doctors and staff recognize that there are many credit-eligible patients who may not want to use their savings, spend the cash, or utilize available credit on their credit cards for purchases. Because what we “sell” is either tied to time that we’ve already invested and can’t get back or materials that are customized specifically for an individual patient, we would always prefer to be paid at time of service. Whenever possible, collecting your fees at the time of service offers a significant advantage in cash flow and profitability.

Vision Source members that are enrolled with CareCredit can take advantage of many free tools that help you and your staff present this payment option to patients. Providers can order tent cards, patient brochures, welcome guides, window clings and more to display in their office. Plus, CareCredit's advertising toolkit provides eye care professionals with web copy, banners, a patient payment calculator and custom apply link that you can add to your practice website. Also available are sample social media posts, a custom Facebook tab and logos to help you let current and potential patients know that you accept the CareCredit healthcare credit card.

Finalize the experience by extending an invitation to partake of the refreshments being offered and by thanking them for visiting the office and "attending the party".

After the party!!

It may be necessary to briefly delay routine patient flow on the day after the event in order to allow the staff to re-organize the office and to begin the process of placing orders. Consumers should be immediately contacted in the event of any delay in the timeline given due to the back-order of materials. Alternate suggestions or offerings may be necessary. It should be anticipated that buyer's remorse may unfortunately result in the cancellation of a few orders. Gracious reactions and alternate options for these consumers may result in salvation of some of these transactions.

How will you keep score?

A few weeks after the trunk show, it will be very important to schedule a staff meeting to review every aspect of the event. This will be an opportunity for the doctors and staff to celebrate their successes, and to begin revising and devising. The event metrics will need to be evaluated, and suggestions discussed regarding ways to improve any and all areas of the event that could lead to greater ease for guests and staff, as well as the potential for growth.

Keeping score is as easy as counting. Really!

1. Determine the cost of the event (food, advertising, decorations, materials)
2. Determine the sales
3. Compare with the revenue of the “average day”
4. Evaluate time per patient for each transaction
5. Evaluate discounts and insurance utilized
6. Determine the effectiveness and sales of each frame representative

Practice Success In a Box Activity #1

Think back to an experience you or a customer had during the trunk show that left you with a positive feeling and/or them confident with the competency of that business. Take a moment to reflect on specifically what you experienced during that encounter and why it left you/them feeling so confident and positive about the experience.

Make a few notes regarding some of the positive interactions or observances that you had during the event:

It probably comes as no surprise that these positive experiences and levels of confidence were influenced at least to some degree because of the communication skills and the efficiency of the workflow and preparation for the event. Very often when consumers have an experience like this, they tend to associate a higher level of confidence and expectation with that business/practice. As a result, they are also more apt to utilize more services offered by that business/practice and ultimately spend more money.

Practice Success In a Box Activity #2

As a consumer think about what you have encountered during a sales process. What did you experience that made it a positive or a negative sales experience? What was done differently that made your experience positive? What may have made it a negative experience? Focusing on our event, did we do a good job of

educating our patients so that they had a better sense of value? Were they given payment options? Were they made to feel comfortable during the sales process?

What other ways could we improve our next event?

Make a few notes regarding some of the negative interactions or observances that you had during the event:

Practice Success In a Box Activity #3

Outline the specific expectations and goals for your practice relative to the next trunk show. Establish and discuss those goals with your staff.

Practice Goals/Expectations for the next Trunk Show

1. _____
2. _____
3. _____
4. _____
5. _____

Other Great Points to Mention

Serving as a Team Player

Being a team player is important and will help to ensure that no sales opportunities are missed. In order to be an impactful team player, excellent communication skills are needed by everyone in the practice during the planning, execution and revision stages of the event.

Everyone in the practice must recognize the value and impact that open lines of communication have on the practice. When communication between doctor, patient and staff is at its best, time is managed more efficiently, workflow is improved, transactions are increased, and patient satisfaction is enhanced.

Don't Give Up!

Be prepared! It is not unlikely that your first trunk show may not actually live up to initial goals and expectations. Don't throw in the towel! As with any successful event, trial and error are necessary and there will be growing pains. The good news is that best practice scenarios provide evidence that these events can, and will grow with time and commitment from the staff. They can become very exciting, anticipated and profitable ventures for you and your staff. And, guess what!? With this trunk show in the books, believe it or not, it's already time to start planning for the next one! Best of Luck!!

The Impact of Trunk Shows

The key components of this Practice Success In a Box project are to make the best recommendations for patient vision, health and satisfaction while delivering exceptional fashion selections at a discount for the consumer. In addition, we want to increase the revenue per patient, take patients out of the market for the competition, create an enjoyable and remarkable “experience”, and enhance patient loyalty.

This Practice Success In a Box project teaches the strategy, communications, and methodology needed to plan, execute, and revise an optical trunk show. Ultimately events such as trunk shows will increase the patient’s ability to afford our recommendations and will as such, have a dramatic impact on their level of care and on our potential success.

Best of luck!