

SuperCharge™ 2025 Foundational Workshop

PRACTICE **SMARTER**. LIVE **BETTER**.

Reclaim your time, redesign your care model, and lay the foundation for a thriving specialty-focused practice. Receive a comprehensive **Foundational Course Workbook** filled with step-by-step fee strategies, marketing scripts, and patient management systems tailored to your goals.

1 BUILD A PRACTICE YOU LOVE

Clarify what *success* means for you—and create systems that align your time, income, and energy—with that vision.

- Increase net income by >10%
- Transition away from insurance dependence
- Work only with appreciative patients and inspired staff

2 DESIGN FEES THAT REFLECT YOUR VALUE

Take full control of your profitability and learn the “chair cost” formula to confidently price specialty services like:

- Myopia Management | Orthokeratology
- Understand the true cost of providing specialty care to your patients
- Design a clinical handout to help enroll patients into your program

3 MARKET WITH PURPOSE

Stop chasing leads. Start earning referrals.

- Implement a marketing plan that focuses on high-impact services
- Design a referral system that builds loyalty and authority
- Use targeted community talks and emails to educate and connect

4 DELIVER A “WOW” EXPERIENCE

Stand out by delivering care that resonates deeply with families.

- Pre-consultation letters and onboarding packets
- Educational handouts for patients and parents
- Follow-up emails, handwritten cards, and success stories

5 CREATE SYSTEMS THAT SCALE

Train your staff to run the specialty care practice—work smarter, not harder.

- Devise consultation tracking and conversion workflows
- Assign weekly metrics for accountability and improvement
- Build agreements and maintenance plans that ensure retention

WHAT YOU’LL LEARN AND IMPLEMENT:

- ✓ Fee Development with Chair Cost and Tiered Structures
- ✓ Referral-Driven Marketing—Not Advertising

- ✓ Specialty Service Profit Center Planning
- ✓ Staff-Led Consultation and Follow-Up Systems

- ✓ Real Patient Scripts, Agreements, and Case Studies
- ✓ Action Plan to Begin in 30 Days