

VISIONSTRYT'S PRACTICAL GUIDE FOR OPTOMETRIC STAFF

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OB MALOPE

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# Practical Guide for OPTOMETRIC STAFF



OB MALOPE

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## ABOUT THE AUTHOR

### **OB Malope**

Obakeng Malope (commonly known to everyone as Ob) is a qualified optometrist from the University of Free State. He has vast experience working as an optometry consultant having provided optometry services to 180 practices over an eight-year period.

His key focus area throughout this time was identifying what key elements within an optometry practice enable it to function at high levels of efficiency and excellence, and then working with practices to implement these changes.

He also has extensive expertise within sales as he worked as a sales representative for a leading pharmaceutical company, in their vision care division.

In this role, he worked with over 200 stores implementing strategies on how eye care practitioners (ECPs) can transform their optical management solutions for their patients.

In 2016 Ob wrote and successfully launched a book called Visionstryt's Business Guide to Optometrists. The book was written as a value added service to Optometric practices to help them build, develop and grow their businesses. Summary of the book can be found on [www.visionstryt.co.za/visionstryt-book-summary/](http://www.visionstryt.co.za/visionstryt-book-summary/) and orders can still be placed on the website as well.

In the same year Ob was one of the speakers at the Eye Focus Africa Conference. His topic of discussion was *"The Growth Potential of Your Business"*

As a speaker, Ob's key business topics of interest can be grouped together under the following subjects:

- Business Analytics
- Business Development and Enhancement
- Leadership and Professional Development
- Strategic Advisory
- Sales and Marketing Management

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Whatever the business topic of discussion is, Ob is your go-to-guy for facilitation and execution. His practical examples in discussions and personal touch of challenging the status quo will leave you with riveting and thought provoking strategies you can apply.

OB is currently the chairman of Visionstryt (Pty) Ltd, a business management and service consulting company that ensures all three aspects (academic, clinical and business) of optometry run efficiently and cohesively with one another.

The Visionstryt Staff Training Course offered by the company identified a major need within the Optometry Industry. The need was that there wasn't any content available that focuses specifically on equipping staff with Optometric knowledge. This led to the writing of this book, which Visionstryt believes will transform and equip the most valuable asset within the Optometry Practice, its people.

Visionstryt travels across the globe to ensure there is adequate and sufficient training of Optometric Staff to ensure excellence within Optometric practices.

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# ABOUT THE BOOK

## ***Visionstryt's Practical Guide for Optometric Staff***

### **INTRODUCTION**

Visionstryt's Practical Guide for Optometric Staff was written to equip and train optometric staff to become catalysts and key role players within the businesses they work in.

We have developed a ready-to-use toolkit for staff to use on a daily basis that will serve as a guide to the following:

- Standard operating procedures manual for the practice.
- Excellence implementation and management.
- Strategy guide on service delivery, sales as well as consumer satisfaction.
- Mastering dispensing.
- Product and service provider finder.
- Organizational transformation and development.
- Professional skills development.

Visionstryt wants to see every staff member adding significant value to their working environments and this book serves as a guide to achieving that goal.

Once done reading this book, employees will begin to see and understand the following about themselves:

- They play an integral role in the success of the business.
- They are catalysts that are needed by the business.
- The entire team is better because each person is playing their part.
- When they are faithful with the little they are entrusted with, much more success and progress will come their way.
- They will fully understand that excellence is the only acceptable standard of operating.

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## CHAPTER DISCUSSION POINTS

### CHAPTER 1

#### Optometry Definitions

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The 1st chapter focuses on all the different terms, concepts and definitions that are used within the Optometry Industry. This will enable all staff within the practice, whether new or experienced to be thoroughly equipped with the relevant information they need to communicate effectively with the different consumers that come to the practice.

We also indicate the importance to staff of these terminologies and when they are applicable in practice.

### CHAPTER 2

#### Purpose

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The purpose of an Optometry Practice enables the entire team to know what the vision of the business is and who are the role players involved in ensuring it comes to pass.

This chapter also focuses on what the growth potential of the business is and what key components of the practice are important in ensuring the success of that business.

When everyone is clear on what is required of them and what benefits exist when they achieve those results, work ethic and momentum increase tremendously to take the practice to another level of excellence.

### CHAPTER 3

#### Clinching the Deal

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Clinching the deal is all about the interrelationship between service delivery and sales management. We equip the team with strategic tools they need in order to guarantee consumer sales.

Consumer profiling and behaviour is detailed in this chapter and the role consultants should play in exceeding expectations is also discussed thoroughly. We outline the different mechanisms involved in clinching the deal.

## **CHAPTER 4**

### **Service Excellence and Dispensing**

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The operational and clinical management of both the practice and the consumer is discussed in this chapter. We look at all administrative requirements of the practice as well as the dispensing requirements that need to be achieved on a daily basis.

Guidelines on what needs to be done and how it should be done, is well documented in this chapter with examples.

The professional skills learned in this chapter will the increase team`s capacity in providing exceptional services and management to the consumer.

## **CHAPTER 5**

### **Suppliers and Service Providers**

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In this chapter we outline all the different suppliers and service providers involved with the Optometry industry as a whole, highlighting what services or products they provide.

This serves as a simplified product or service finder for staff.

## **CHAPTER 6**

### **Optical Benefit Management Companies**

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In this chapter we outline what medical aids are management by which optical benefit management company.

A description of these companies is also given as well as how each one operates.

## **CHAPTER 7**

### **Professional Skills Development**

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Organizational transformation and development is the key focus area in this chapter. We discuss in detail how employees can develop into catalysts and key role players within the business, by becoming “Rockstars” in their area of expertise.

Main topics of discussion are career growth and development as well as skills development.

Lessons learned in this chapter will result in organizational transformation and development because optometric staff will transition from what is required of them to exceeding expectations.

## **CHAPTER 8**

### **Information Sharing**

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This chapter focuses on common concepts encountered by staff on a daily basis within the practice. We outline what these concepts are, why are they important for staff to know and what role do staff members then play in ensuring they deliver on what is required of them.

Lessons learnt in this chapter will accelerate the productivity levels of each staff member.

## **CHAPTER 9**

### **Ethics and Legal Regulations**

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There are many laws governing Optometric practice and so in this chapter we simplify and interpret for understanding the importance of all these laws to the successful running of the practice.

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## CONCLUSION

The book is written very practically using situational day-to-day examples that will equip and train staff on how to navigate the business of Optometry and excel.

In each chapter we focus on what is important about that topic of discussion, but most importantly what role do staff play in the implementation of what is discussed.

The business owner can only progress as far as his/her vision stretches them.

The staff can only go as far as the business leader goes.

The business can only grow as far as the people are willing to grow.

This book shows you how.

Visionstryt provides a wide range of services to the Optometry Industry which are focused on adding value to the industry.

For more information please visit [www.visionstryt.co.za](http://www.visionstryt.co.za)

Hope you thoroughly enjoy reading the book as much as we enjoyed writing it.



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January 2017

**What do industry leaders have to say about the book?**

**Dr Dirk J. Booysen**



I first met OB Malope during his final year of optometry studies at the University of Free State. I can vividly recall a conversation between us where OB realized and identified his future calling in the profession.

Now after many years working in the profession in different capacities he has managed to realize the personal goals he set while studying.

This resulted in a company – Visionstryt (Pty) Ltd and a book (Visionstryt's Business Guide for Optometrists) which is aimed at helping optometrists realize the full potential of their practices.

A second book (Visionstryt's Practical Guide for Optometric Staff) followed soon after the first one.

The second book is aimed at enhancing the skills of practice staff members, an often overlooked and arguably the most important part of any successful practice. After all, the first impression of your business a prospective patient/customer/client gets is via your frontline staff.

If things go awry here, it not only takes a lot of effort to fix but it often results in the loss of a patient/customer or client.

This book is well written with a logical layout which will certainly benefit practice managers or owners tasked with educating an improving the skills of the practice's most valuable asset – its people.

Thank you OB and keep up the good work, your dedication and tenacity to achieve your goals is an inspiration to us all.

**Dr Dirk J. Booysen**

Dip. Optom FOA (SA), TMOD (US), CAS (US),  
MCOptom (UK), DOptom (UK), FSLs

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Sight is what we improve, Vision is what we develop

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