



Which Is Better: One or Two?: Improving the Vision of Your Practice

By Gordon Duncan

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The eye industry is being challenged. In fact, it might be in its most challenging age yet. Salary demands are climbing, but quality staff are diminishing. Governmental insurance demands make it more difficult to collect and make money. Specialized skills like filing insurance, selling frames, and understanding the science of optics are becoming harder to find. More and more Optometrists are graduating from school. There are less and less jobs. Oh, by the way, did I mention that many of these graduates have over \$100,000 in school debt? Optometrists nearing retirement are finding it difficult to find younger OD s who can afford to buy their practices. It is not uncommon for a practice to have six figures in outstanding insurance. The bottom line is that Optometrists are just plain old tired. And while no single book is going to address or solve are these problems, this small book is intended to encourage you to enjoy the industry once again. To get you there, to help you enjoy walking in your office again, we are going to take...

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