

# DR. KROHN'S OFFICE SIMPLIFIED PORTFOLIO:

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## The “How” =

- Fee schedule as SIMPLE as you can make it
  - Regular self-pay discount at time of order. Us= 20%
  - Firm commitment to “prescribe” premium lens package FROM THE CHAIR
  - Firm commitment to “hand-off” to optician EVERY TIME
  - Office-wide CORE of – BEST / SOLID / and Save-the-Sale packages
  - Pre-loaded TOTAL \$ fee for each package for each main MVC plan
  - Confident, professional and “matter of fact” fee presentation:
  - Rewards/Rebates will make up some lost-ground
  - It's GOOD to have a MONSTROUS lab bill & charge-backs!
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