



# Vision Source® TRUSTED COLLEAGUE

## Francisco (Frank) Dozon, OD

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### Go Full Throttle

*Participate fully to gain maximum benefits from your Vision Source® membership*

When Francisco Dozon, OD, of Omaha, opened his practice in 2012, he was already on board with Vision Source®. In fact, in retrospect, he wishes he had joined even sooner so that he could have taken full advantage of Vision Source® pricing for his initial equipment purchases. But even so, vendors immediately gave him the preferred pricing.

Dr. Dozon had heard of Vision Source® when he was an associate at other practices. He explored purchasing another practice, but he found out that it worked out more advantageously if he started a new practice. He was prepared from his conversations with other doctors that a cold start demanded a lot of sacrifice initially but would provide the biggest yield, ultimately.

Now three years into his practice, Dr. Dozon says that his Vision Source® membership has certainly eased his path to profitability. He has two part-time office workers, but he's liable to answer the phone himself or help out with a fitting as needed. He considers these moments as investments in his own future.

Dr. Dozon moved more than 20 miles away from the practice where he previously worked. That's a little too far to expect patients to follow him, so the Vision Source® connection was an important one. Dr. Steve Wolfe reached out to me and said there was no Vision Source® location in this small neighborhood, but the group wanted to have a presence in this area.

"I think it's important to get fully on board with all the vendors. Maintain autonomy, but be involved in the vendor programs; don't just select a few items," he advises. Even small savings in every business category end up making a large impact.

Dr. Dozon says he's a particular proponent of the Fresh Day™ contact lenses. "That lens has helped out success in daily disposable contact lenses and in patient revenue," he says.

Secondly, benefit from the expertise of those around you. "I can't stress enough the importance of the camaraderie. The doctors in the area have been a fantastic resource because most been in the same shoes. Their willingness to help me is really impressive," he says, both of doctors who are just a little ahead of him and those who have been managing successful practices for decades. Not only have his colleagues helped him with advice, they've inspired him to push himself harder. "These are some of the most trusted, respected doctors in the state. They're highly regarded. If I'm going to pace myself with a group, this is the group I'd choose," he says.

Dr. Dozon says he hasn't yet missed a monthly meeting of his Vision Source® colleagues. Not every meeting has a practice growth strategy connected, but he says it's equally important for him to be part of the discussion on what's going on legislatively in the state and in the country. Dr. Dozon compares the education he's received through Vision Source® to his time as a resident. "I felt that a residency would condense a number of years of experience in one year. Vision Source® is like a practice management residency. I am able to move toward success faster through the early years of my practice because of what I've learned."



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### Just Listen

Dr. Francisco Dozon has learned a lot by simply listening at Vision Source® meetings. "I keep an ear out for how my colleagues phrase things. Maybe it's how they describe something clinically to patients. I gain a lot of perspective on how to educate patients by hearing how my colleagues do it."