

# UPCLOSE & PERSONAL



Dr. Jeff Krall co-owns the Krall Optometric Clinic in Mitchell, South Dakota with his brother, Dr. Joe Krall, also an optometrist. A 1988 graduate of the Illinois College of Optometry, he is a member of the AOA and the South Dakota Optometric Society. Dr. Krall is a fourth generation eye care professional.

**1. Name three keys to your success.**

*Work hard, treat people fairly, and do what's right. That was the advice my grandfather gave me when I started working as an optometrist, and there is a lot of truth in this.*

*Also, invest in your employees and in their continuing education. Your office staff is an integral part of what you do and how well you do it. They are really an extension of who you are, certainly in the eyes of your patients. Make them feel a part of your goals and all that you do.*

**2. What would you do if you weren't an O.D. and why?**

*I love to fly planes. It's a passion of mine in life. I was a professional pilot working for small companies before entering optometry school.*

**3. What are you doing in your practice to keep up with changes in the market?**

*The most important thing we are doing is investing in the latest technology in order to provide the best possible care to our patients.*

**FOR MORE DETAILS ABOUT DR. JEFF KRALL, VISIT [WWW.BRIOT-USA.COM](http://WWW.BRIOT-USA.COM).**

*Over and above that, medicine is the art and science of healthcare. The "science" of healthcare is truly unbelievable, with new information surfacing daily. However, a little bit of the "art" of healthcare has been lost. The key is to pay attention to people's needs, to look at the whole person and then make sense out of what each individual needs. You can't always rely solely on the technology and science of healthcare to help people.*

**4. Why Briot?**

*That's easy. Technology. Briot makes some of the best edging equipment out there. Beyond the technology, however, it's still people dealing with people, and Briot has always exceeded our expectations in that regard. If there is a problem or when things aren't right, we can count on Briot's people to respond. The company makes us feel like they care and will take care of us. That allows our office to provide the best service to our patients.*

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