

"When I saw how much a Briot in-house edger could increase net profits I thought, I can't afford not to do this."

Janina Soto, O.D., Owner, El Centro Advanced Eye Care Optometry, El Centro, California



Dr. Janina Soto, owner of El Centro Advanced Eye Care Optometry in El Centro, California, received Vision Source's annual "Practice of the Year" award for overall office growth, sales and % increase, within the Vision Source network of premier doctors of optometry.

What factors have contributed to the success of your practice?

Technology is a key factor. I embrace all that technology has to offer because it enables me to run my practice more efficiently and profitably. Growth isn't meaningful unless you can show bottom line results.

"We installed both casting and edging equipment and cut our outside lab fees by \$2,000 a month..."

Why did you install an in-office lab?

My primary goal was to increase net profit. A Briot sales consultant analyzed our lab bills and showed me how much I could save in lab fees. When I saw the increase in net profit with a Briot in-house edger I thought, I can't afford not to do this. We installed both casting and edging equipment, and we cut our outside lab fees by \$2,000 a month, which covered equipment leasing costs and boosted profits.

What are the marketing benefits of having a lab on premise?

Our in-office lab enables us to provide fast, high quality patient service. We can offer same day emergency service and 24-hour order turnaround. We've been very successful with our second pair sales, and we've used radio advertising to promote these services. My staff directly controls the quality of the eyewear we produce to meet our high standards. By having our own lab, we can compete more effectively with the large chain outlets.

What about insurance plans?

Even with a large VSP patient base, our in-house lab generates profits by increasing margins on private pay patients and enabling us to sell second pairs to VSP patients, with faster turnaround.

How did you select Briot?

Speed and ease of use were very important, along with a small footprint. After watching equipment demos, I found that some edgers left more room for operator error. Briot offered simple, fast automation, and the sales consultant was very knowledgeable. He demonstrated the machine to the staff, and analyzed our business to validate the financial benefits of edging in-house. The decision was a no-brainer.

What business advice do you have for new doctors starting out in practice?

Embrace technology. And, don't be afraid to spend money to make money. Growth and profit don't just happen. Use every resource available to learn how to improve your business. Talk to

equipment sales consultants and practice management consultants.

Talk to other doctors who are operating in-office labs. Devote time to improving the business aspects of the practice as you do to providing the best patient care.



The Briot edging system is easy for staff to operate.

Was staffing an issue?

What's great about today's edging equipment is that the optical "skill" is built into the machines so you're not tied to one staff person with special knowledge. The employee who oversees our lab has no formal optical education. Briot trained her to handle the equipment expertly. Because the edger is so easy to use, the operators can multi-task while running jobs and perform other functions for greater flexibility.

There's a Briot edging system for every size budget and practice.

Use our experienced sales consultants to evaluate your growth opportunities.

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