




# Sharpening the Digital Axe in your Practice

Steven Johnston

CEO ProVision Eyecare Pty Ltd





Give me six hours to  
chop down a tree and I  
will spend the first four  
sharpening the axe.



**Abraham Lincoln**

*16th U.S. President*

*(1809-1865)*

*QuoteHD.com*



# Agenda

- Who am I?
- Who is ProVision?
- The demands of the modern patient
- What's in it for you
- The best solution
- ProVision experience

# Who am I?

➤ 4 years in pharmaceuticals

➤ 8 years



➤ 14 years



➤ 2 Years



➤ 6 Years







# Who is ProVision?

- Established by Optometry Australia in 1989 to enable independents to compete with the corporates
- 444 Independent Optometry Practices
  - Buying group
  - Business Coaches
  - Marketing programs
  - Education programs
  - Human Resources support
  - Commercial support
  - Business Systems

# Who are you?





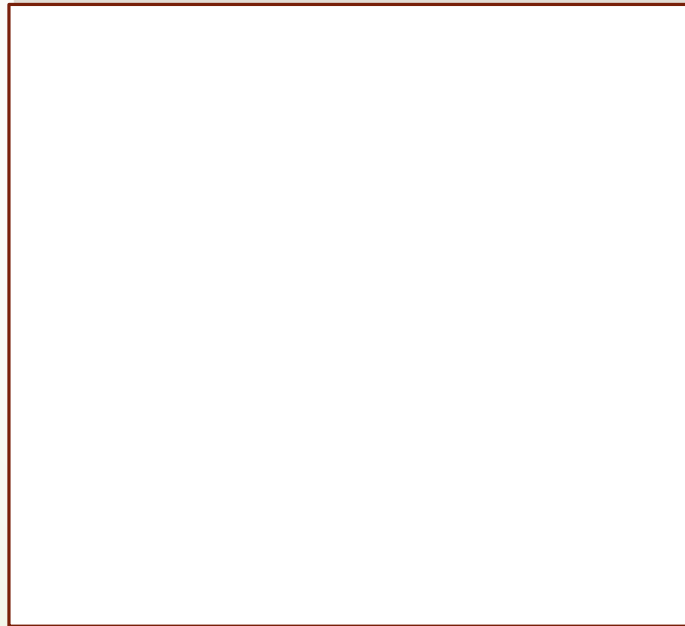
# The Demands of the Modern Patient





# The Demands of the Modern Patient

**83% of Australians 14+ own a smart phone / 66% own a tablet**



# The New Patient Journey



# What's In It for You?

**65% of GPs using online appointments / 68% of Optometrists**





# What's in it for you





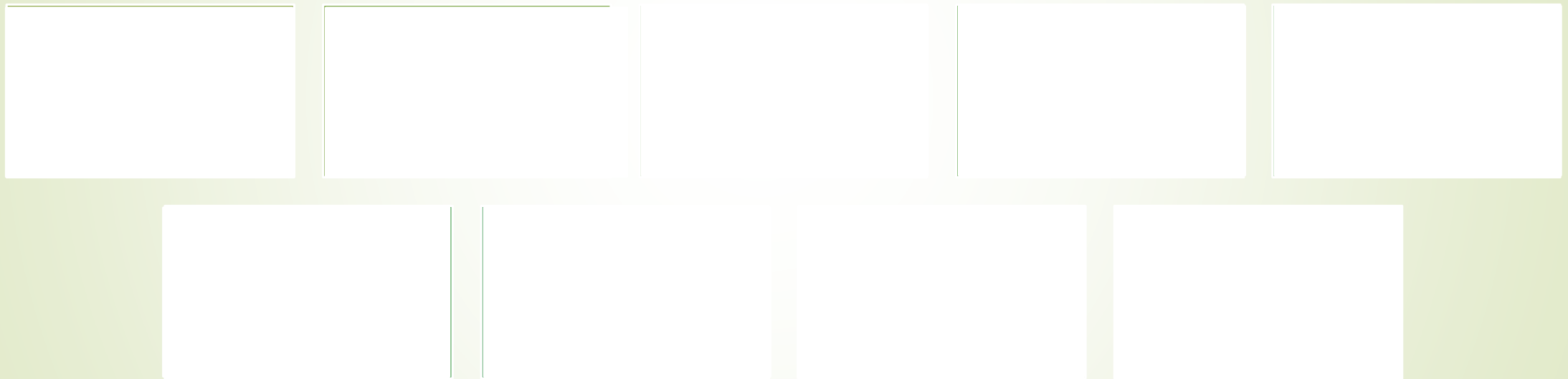


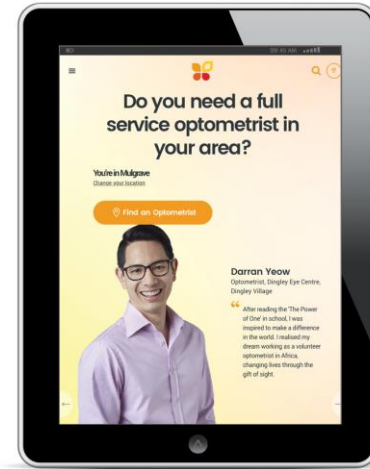
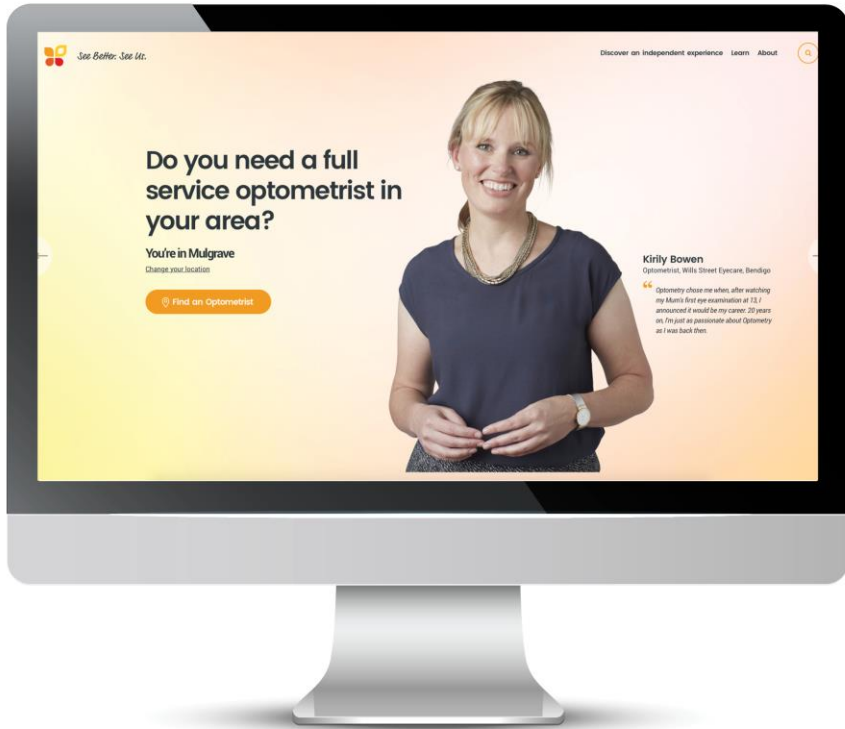
# The Existing Patient Journey





# Available Technologies





Connectivity

www.provision.com.au



# ProVision Experience

- Trialled on line appointments July 2016
- Over 200 practices now using
- Commencing with easy recall

Total Appointments Booked

**8204**

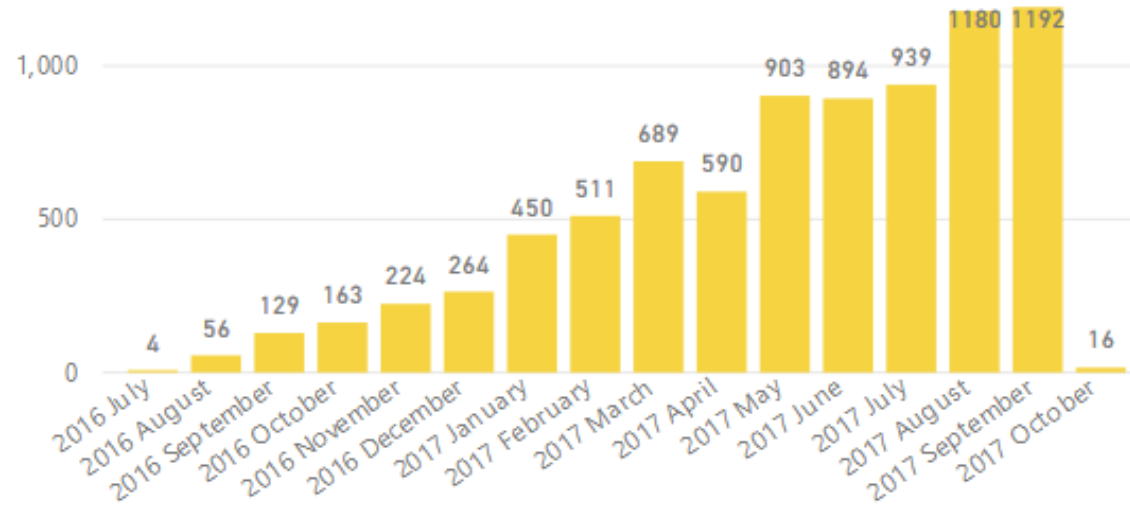
New Patients

**3179**

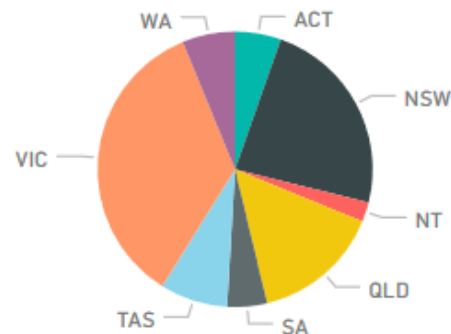
Existing Patients

**5025**

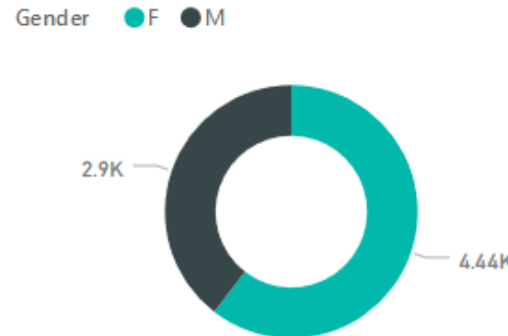
Appointments Booked



Patients by State



Patient Gender



Average Patient Age





# Embrace technology – it's your new best friend!



- Improve the patient experience
- Make the practice more efficient
- Grow the business



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