

BUSINESS SUCCESS DESPITE STRESS



Despite the challenges our profession has faced over the past 6 to 8 months because of COVID-19, optometrists continue to succeed. As we all navigate through these challenging times, one thing is certain: No matter what, we need to run the business side of our practices and provide exceptional patient care. We're all in different

situations—some in optometric practices that have been established for decades, others getting ready to open up a practice cold, and others brainstorming ways to bring in new business. In *Modern Optometry's* final issue of this whirlwind year, we take a look at the business of running an optometric practice.

Every optometrist has questions about their business. What is an ideal marketing plan? How do I handle reimbursement and insurance difficulties? How do I bring in new business to my practice? Within the pages of this issue, the authors have designed articles that address each one of these issues. The ideas, tips, and knowledge they share will be something you can start to implement immediately with little delay in the benefits. If nothing else, it will create confidence that your current business plan is in line with what other colleagues are doing in their practices.

Although the business side of our optometric practices is of the utmost importance, we wouldn't be staying true to our medical optometry mindset if we didn't also touch upon some patient care topics. The complexity of the retina can create challenges when it comes to educating and communicating with patients, making an accurate diagnosis, and staying current with management decisions. Our subfocus on retina addresses these issues, with articles on proper education of patients when diabetic retinopathy is present, the comanagement of AMD during COVID-19 and beyond, common retinal lesions you may encounter in your practice, and what to look for in patients with retinal artery occlusion, as it could be a sign of stroke.

We are excited to share this issue of *Modern Optometry* with you and hope that you find some valuable insights within its contents. No matter how mature or green your practice, we wish you all continued success!

Here's to turning over a new leaf in 2021. We have much to look forward to. May you all remain happy and healthy and may we soon gather together in person once again. Until then, happy holidays! Follow us on our social media accounts below, and feel free to drop us a line to let us know how we're doing at modernOD@bmctoday.com.

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