

33%



growth in collections

34%

increase in

collections per OD hour

50%



decrease in no show rate

Dr. F's journey demonstrates how strategic financial oversight, operational efficiency, and leadership development can drive an independent optometry practice toward sustainable growth. Often, hybrid owner + doctors, struggle to dedicate enough CEO time to their practices, which impedes both growth and profitability. By leveraging performance tools, refining business processes, and strengthening leadership skills, Dr. F transformed her practice into a thriving, patient-centered operation.

ADDITIONAL IMPROVEMENTS

- Added to staffing support levels (by 14%), improved interviewing and hiring processes and aligned her business culture with her core values.
- Strengthened leadership by embracing strategic decision-making and structured management practices.
- Projected to earn \$1.5 million in 2025!

Challenges & Goals



As a long-standing community-focused practitioner, Dr. F faced challenges in branding, financial tracking, operational efficiency and general burnout. She sought to increase revenue levels without increasing clinical hours while maintaining a strong leadership presence.

Where We Come In



After meeting with Dr. F and developing her transformation roadmap, Cleinman Performance Partners supported her in targeting the following key growth areas:

1

Financial Oversight:

Transitioning to structured financial tracking, resolving long-standing accounts receivable issues, and improving cost management.

2

Operational Efficiency:

Streamlining staffing responsibilities, optimizing patient flow and implementing clearer job roles and performance reviews.

3

Technology Adoption:

Using data-driven tools to enhance financial tracking, patient engagement, and business decision-making.

4

Leadership Growth:

Building confidence in delegation, aligning staff culture with business values, and exploring practice expansion opportunities.

5

Facility Refresh:

Adding a dry-eye experience lane, and updating paint, flooring, and furnishings throughout.

6

Website, Branding and Social Media Refresh:

Creating a more consistent online presence.

"I was so focused on patient care that I was starting to slip in areas related to the development of my practice. Cleinman Performance Partners consulting has brought every facet of my business to the forefront to help me improve in areas that were lacking."

-Dr. F 2024

KPI	Before Cleinman	After 2 Years (2024)	Details
Annual Collections	\$1.03M	\$1.369M	33% growth in 2 years with Cleinman consulting while not increasing clinical hours.
Collections per O.D. Hour	\$834	\$1,117	\$283 increase, driven by enhanced scheduling, additional services offerings, and improved optical sales.
Average Days Receivable	63	35	Improved average billing cycle by 44%, meaning cash landed in the business faster.
Average Frame Sale	\$113	\$144	Reflecting optimized pricing strategies and vendor negotiations.
Average Lens Sale	\$195	\$305	Implemented strategies that encouraged customer engagement, leading to faster sales.
Exam no-show rate	13%	6%	By optimizing patient recall and strengthening specialty service offerings, Dr. F was able to decrease her exam no-show rate, which had a positive impact on her overall collections.

THE RESULT

Dr. F's transformation shows how a balance of financial intelligence, operational refinement, and leadership growth can drive long-term success. Her practice now operates with greater efficiency, profitability, and a clear roadmap for continued innovation. Her journey serves as an example for other optometry practice owners looking to achieve financial stability and business expansion while maintaining a strong leadership presence.

Cleinman Performance Partners have been helping independent optometry practices reach their goals for over 35 years. For a no-obligation exploration of your needs, [contact us](#).