



**"The Success of Your Business
is Our Only Business"**

-Jay Binkowitz, President



The Knowledge to Grow

**The EDGE™ provides you with
the answers in minutes!**

The EDGE™ is a "Performance Management Philosophy" that provides EASY ACCESS to your Profit Centers through a web-based system. It is a true "Consultative Tool" that

highlights your businesses strengths & weaknesses. Having The EDGE™ means that you no longer need to waste hours and days of your time generating static reports or creating endless complex spreadsheets.



**VHR-Advisor™ can help you implement
a Performance-Based Compensation
Plan.**

Performance-based compensation plans bring out the very finest in even your best team-members, driving profits & efficiency exponentially in your practice. For less than buying your team lunch,

VHR-Advisor™ will help you discover the best in your staff, and you will reap the benefits of expert personnel management.



**How well do you understand how to
profit in a retail business?**

The GPN™ Coaching Program provides you and your team with a peer-proven infrastructure that will secure and safeguard control of your business. For less than the cost of a part time employee, you can have The GPN™ *EXPERTeam* working side-by-side with you and your team; just as we have for many of your colleagues throughout the country.

GPN™ ACCELERATING TOTAL SUCCESS™

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About



Imagine being able to optimize your business practice efficiencies with ease, increase revenue and realize a distinct advantage over your competition. The *EXPERTeam*TM from GPNTM combined with unique business tools are focused on building infrastructure and profit for independents.

What Your Peers Are Saying:

"When I saw **The EDGE**TM, I knew that I had found what I was looking for. I learned how to utilize my managed care plans more effectively, how to determine my retail markup more precisely and how to analyze who among my sales staff excelled and who needed a little more work."

Scot Morris, OD | Eye Consultants of Colorado, LLC, Colorado



"**GPN**TM comes in and executes... They get the job done. They isolate issues, suggest fixes, and go to bat for you when you need it. They modernize your optical effort from the ground up, enabling you to compete in the vastly different landscape that exists in today's world of Internet and big box store competition. They support your entire team from soup to nuts adding the highest level of knowledge and industry experience available to your team. Joining their **Dispensary Management Program** is the best."

Alan Glazier, OD | Shady Grove Eye & Vision Care, Maryland



"When I was contemplating opening an office on my own, a friend and colleague said to me, 'I thought I was doing well with my practice until Jay Binkowitz got a hold of it. I had no idea how much more profitable I could be. You need him on board with you from day one.' Jay has been working with me from the inception of my practice. He has taught me the business of eye care from the ground up. His experience, knowledge and expertise are invaluable to me. I could not imagine starting a practice without him. Because of Jay and the entire **GPN**TM team, I was and remain a huge success from day one."

Carolyn Martin, OD | Eye Boutique of Sedona, PLLC, Arizona



I have been an **EDGE**TM member for four years and it has been a tremendous help to our practice. It is a great way of pulling data from my practice management software and actually looking at it in ways that are useful. It is great that we have data at our fingertips to analyze, to set bench marks, to incentivize the staff, and create realistic goals. The **EDGE**TM is intuitive and graphical and makes all the data easy to understand for the doctor and also to share with the staff. I like the idea that we can individualize the reporting for every member of my team and stimulate discussion. The practice doesn't just happen to my staff; they are apart of making it happen.

Thomas Arnold, OD | Today's Vision Sugarland, Texas



"When we first started working with **GPN**TM, I reluctantly cooperated because I was busy taking care of patients and did not understand the value of the changes I was being asked to make. But I kept an open mind and when I did follow through with the **GPN**TM philosophies we were rewarded with double digit increases. Now I see the benefits of following the **GPN**TM strategies and I am totally onboard. The truth is that although I have a lot of experience in the industry and was quite confident, I did not receive a formal education in retailing and business management. The **GPN**TM team is my personal support team and I know the practice and all of our careers are more secure. The competition and expectations of patients has become more difficult. **GPN**TM gives us the resources we need to compete."

Megan Crabtree | Mt. Airy Eye Care, Maryland



Contact Us Today To Get Started!

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