



Contact Lens Practice of the Year Award 2006

Sponsored by *Johnson & Johnson* Vision Care

Amendments to the Opticians act in 2005 have seen changes in the law concerning the dispensing and sale of contact lenses, making the acquisition and retention of patients a key challenge for contact lens practices. The winner of this year's award will have grown their contact lens patient base and maintained patient retention despite these changes, and will be able to show what strategies they have adopted to achieve this.

There will be six finalists in this category and validation of any statements made below will take place prior to the final judging.

To enter please complete the following:

1. How do you measure practice growth and what growth did you achieve in 2005 versus 2004?

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2. List the strategies you have used to help you overcome the increased competition that 2005 has brought. How have you made sure your practice has maintained its appeal to existing patients whilst also attracting new patients? What benefits did the strategies bring?

Strategy

Benefits

1.....	1.....
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2.....	2.....
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3.....	3.....
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4.....	4.....
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5.....	5.....
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3. List the ideas you have to continue this momentum throughout 2006

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