

MANAGEMENT DEVELOPMENT PROGRAM (MDP)



- > **Multiply** your practice's growth
- > **Discover** your staff's true potential
- > **Prepare** your managers for success

Increase your business success and continue to promote professionalism in your office.

This one-of-a-kind course is an **executive-MBA-style of learning** specifically designed for the eye care professional. Over 6 months, MDP will sharpen your Practice Managers' business operations skills and business savvy, enabling them to better patient profits while managing the day-to-day retail operations of your practice.

All participants will receive a Samsung tablet, pre-loaded with study materials, so they can fit studying into their schedule seamlessly.

WHAT GRADUATES ARE SAYING

"The program gave me management skills...and confidence to go back and put into practice things I've learned in the classroom."

Brooke Hargrove
Owner - Empire Optical
Tulsa, OK

"Through the program, I received formal business training in the field of opticianry dispensing. As an optician, I did not learn those skills on the job."

Jaime Bates-Ekberg
Practice Manager - Spindel Eye Assoc.
Derry, NH

"Wonderful experience! I recommend it for all practices. A MUST PROGRAM!"

Sam Morgenstern, F.N.A.O.
Optical Manager -
The Optical Shoppe
Princeton, NJ

LEARN BUSINESS & PEOPLE SKILLS FROM THE EXPERTS

Participants attend three separate, live, two-day classroom sessions in which they learn from facilitators, coaches, and guest speakers who are all experts in their fields.

Real-world experiences • Individual coaching • Project-based learning

See other side for program details.

Questions? info@ecpuniversity.com | 866.278.3187





WHAT YOU'LL LEARN

Business Operations

- Strategic planning
- Order management
- Quality control
- Balanced scorecard
- Vendor relationship management
- Facilities management

Customer Excellence

- Uncovering patient needs
- Patient flow and handoffs
- Obtaining customer feedback
- Managing issues
- Empowering staff

Financial Management

- Principles of finance and budgeting
- Financial reporting
- Cost of goods sold
- Understanding key metrics
- Maximizing profits
- Remakes and dollars
- Inventory and dollars

People Leadership

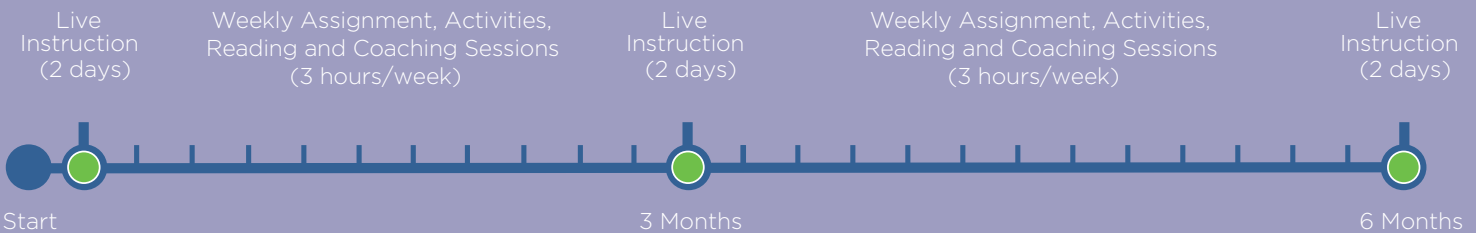
- Selection and hiring
- Developing staff
- HR basics
- Performance management
- Managing
- Leadership

Retail Strategies

- Merchandising
- Pricing strategies
- Product mix
- Lens portfolio
- Retail marketing
- Inventory selection
- Inventory turn

PROGRAM TIMELINE

Comprehensive 6-Month Course combines real-world activities, classroom instruction, individual coaching and project-based learning experiences.



\$1,999 per person

Enrollment fee includes over 90 hours of instruction, course materials, and on-site meals (travel and associated expenses not included).

ENROLL TODAY!

ecpuniversity.com

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