



# Profiling Your Brand

- Purpose: Describe your LVC practice and record your current strategy.
- Preparation: Take note of your practice environment; have records of patient referrals and surveys.
- Reference: Refer to your Practice Development Program reference materials as necessary.

Practice name: \_\_\_\_\_ Date: \_\_\_\_\_

## Step one — Describe your practice

A. List the services you provide:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

B. How many doctors are in your practice and what are their areas of special training?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number and type of other eye care providers:

OD \_\_\_\_\_

Optician \_\_\_\_\_

COA \_\_\_\_\_

COT \_\_\_\_\_

Other \_\_\_\_\_

C. Describe the physical environment:

Signage \_\_\_\_\_

Cleanliness \_\_\_\_\_

Clutter level \_\_\_\_\_

Style \_\_\_\_\_

Age and status of furnishings \_\_\_\_\_

Other comments \_\_\_\_\_

D. How long has your practice been in the community?

\_\_\_\_\_

E. Briefly describe the significant and sustainable unique qualities of your practice:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

F. Where do your patients hear about you? (source of referrals)

\_\_\_\_\_

\_\_\_\_\_

G. Why do patients choose your practice for their care? (patient survey results)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EXERCISE:**

Based *solely* on the information you have provided on this page, write a short description (five to ten words) of your practice:

\_\_\_\_\_

\_\_\_\_\_

Consider whether this 'objective' description of your practice matches the image you want to convey.

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## Step two—Describe your strategy

A. Describe your business model:

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B. What is your pricing strategy?

- Always the lowest-priced provider
- Average pricing level in line with market norms
- Premium-priced provider

C. Desired market position (check one):

- Full service                       Focused on specialty
- Technology leader             Heritage position
- Service plus                       Value-priced provider

Circle any market positions that are not addressed in your market.

D. What services do you want to grow?

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E. What services must be maintained?

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F. What services can be discontinued or referred out?

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## Step three—How do you currently communicate your brand?

A. Do you have a logo for your practice?

- Yes     No

B. Do you use a tag line to help focus your message?

- Yes     No

It is \_\_\_\_\_

C. Describe some of your internal marketing programs (brochures, handouts, etc.):

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D. Describe some of your external marketing programs (advertising, etc.):

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E. How consistent are your marketing materials in appearance? (*Do you use lots of different colors? Different fonts? Do you have materials that have been created at different times by different people?*)

- Very consistent     Some variation     Not consistent

F. What is the brand image you desire?

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### WHAT NOW?

Share your completed worksheet with your BDM as you work together to develop an Action Plan. Keep your completed worksheet for future reference—it will serve as an instructive benchmark of your practice at this point in time.