



Vision Source® TRUSTED COLLEAGUE

Eric Gengenbach, OD

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Vision Source® Benefits Fuel Rapid Growth

It has been a very busy few years for the three partners in First Insight Eyecare, a Vision Source® member practice with offices in Grant, Imperial and Ogallala, Nebraska. Eric Gengenbach, OD, Victoria Gengenbach, OD, and Tim Meyer, OD, have created a powerhouse practice in rural Nebraska. Now they're poised to add a fourth location that they plan to purchase in July from an ophthalmologist who is moving out of town.

Dr. Eric Gengenbach says that he credits the growth to two important factors: Dr. Meyer himself and Vision Source®. Dr. Gengenbach grew up in this town, and Dr. Meyer was his OD. The Gengenbachs met when they were undergrads at Oklahoma State University, and both attended Southern College of Optometry (SCO) and graduated in 2009. They came to Grant, and worked for Dr. Meyer, also an SCO alum, for less than two years before buying into the practice as partners.

The doctors went to The Exchange® for the first time when it was held in Las Vegas in 2013. They've been every time since then, earmarking that time for making significant purchases. "At our first one, we purchased a Daytona from Optos. That was a huge change for us," he says. Last year, they purchased a Marco TRS-5100 for the main office (the other two are satellite office open two or three days a week). At The Exchange® held most recently in Phoenix, the doctors decided to add a Daytona to the new office when the acquisition is done, as well as TRS-3100 systems for the two smaller offices. "The deals that we get at The Exchange® pay for our Vision Source® royalty fees. That's not even including our lab benefits or any other cost-of-good savings. Those become the cream at the top," he says.

In fact, says Dr. Eric Gengenbach, it's the technology that has boosted their growth. "That is what has allowed us to grow," he says. The addition of technology and primary care services will also help them make their planned fourth office profitable. "We're purchasing it from an ophthalmologist who has moved away. It has been primarily a medical practice, so we are bringing in primary care services, contact lenses and a new focus on the optical dispensary. We're also adding the Daytona and our OfficeMate/ExamWriter system, and we're planning to move the Diopsys ERG/VEP instrument from our Grant office to the new one," he says. They were also able to acquire the records of another optometrist in town who is closing his practice.



Eric Gengenbach, OD



Victoria Gengenbach, OD, Eric Gengenbach, OD,
and Tim Meyer, OD

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The three doctors rotate through the offices, with each doctor working at least one day a week in each of the three current locations. Dr. Meyer has been covering in the fourth office, the one that the doctors plan to acquire in July. Bringing the Marco autorefraction technology into all of the offices will add to their profitability, too, Dr. Eric Gengenbach says. "When we added the TRS-5100 to our main location, we kicked up our refractive exam fee a few dollars. No one noticed, and the value is tremendous. We see patients back more consistently on an annual basis, we have fewer remakes because of the precision and we are able to show them easily how their prescription has changed," he says. It's one of his rules, when he enters the exam room, "for the first five minutes, we don't talk eye care. I grew up here, so I know everyone. It's important to develop the relationship with the patient," he says. At the end of their chat, he says, "We're going to check your visual health and compare what you have now with what we can do for you." He adds, "Patients are excited about the gadgetry and the process."

Two other additions from The Exchange® this year is that the practice added frames from Riserva and FittingBox virtual try-on technology. "Riserva offers us a line of frames that are priced modestly but are still stylish. I also like that we were able to get those on consignment," he says. The doctors just purchased an iPad for each of the three current offices for FittingBox demonstrations, and they anticipate placing the console unit in the new practice.

Dr. Meyer became the first Vision Source® practice in Nebraska in 2000, Dr. Gengenbach says. "Our whole world is Vision Source®; that's how we started. As Vision Source® continues to progress, bringing us new technologies and products and helping practices expand their services and reach, there's no question about staying with Vision Source®. It has provided us the opportunity to purchase the equipment that has fueled our growth," says Dr. Eric Gengenbach.

He says he also realizes how lucky he was to have met Dr. Meyer all those years ago. "I hear from classmates who are just now thinking of buying to a practice where they're worked as an associate. Sometimes it's a messy negotiation, and other times, they're paying a higher price for the practice where they've built it up," he says. The three partners have had a charmed partnership by comparison.