

Spotlight Doctor: Dr. Neil Crofoot

Using a Winning TLC Formula: Talk, Listen, Communicate

“We are really big on trying to make eye exams an enjoyable experience,” says Dr. Neil Crofoot. “We want people to know that we’re here to help with any of their eye care needs.” This philosophy helps him create excellent relationships with his patients.

Communication is important to him and is a main ingredient in the success of his practice. “We do TLC,” he explains. “We *talk*, then we *listen*, and then we *communicate*. We listen to patients’ needs and focus on problem solving.”

Practicing in a highly competitive geographic area with many major optical organizations nearby, Dr. Crofoot understands the necessity of creating lifelong patients from the minute they walk in the door. “We have a big return population because of the care we give,” he explains. “From the time patients walk in the door, they are thanked, greeted, and showered with smiles. We stress personal contact.”

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Dr. Crofoot builds trust by ensuring all patients – including tweens – have informed exams. He realizes this age group demands unique care. Before prescribing contacts to young patients, he talks to parents about how strongly a child wants contact lenses, because he

knows that motivation is very important to the success of the contact lens patient.

“I don’t have a set age for prescribing contact lenses, but I do need to be confident the young person is mature enough to take care of them. It’s important for parents to understand that their child has to be ready to do this,” he says, and so he stresses education. “We give free classes. We teach patients to start with good habits, and tell them about replacement schedules. The staff teaches young patients how to care for contact lenses.”

“Tweens are so concerned with fashion, peer pressure, and their looks that they’re apt to overwear their contact lenses, which is why we stress backup spectacles,” he says. That’s also why he finds fitting disposable lenses is most appropriate for this group.

Whether it’s with tweens or any other age group in his practice, Dr. Crofoot balances customer service with chair time, one patient at a time. He wants his patients to walk out of his office and say, “Wow that’s the best exam I’ve ever had,” and they do!



In practice for 25 years, Dr. Neil Crofoot is starting his 16th year with NVI/America’s Best. As an Area Doctor for America’s Best, Dr. Crofoot manages, along with Dr. Steven Zadel, 28 offices in the Chicago market. With help from dedicated optical staff, his well-run, busy office located in Schaumburg, Illinois, is very profitable.