

## Spotlight Doctor: Dr. Kent Risk

### *A multiple-group practice approach to maximize efficiency, minimize inconvenience*

**D**r. Risk describes his offices as a multi-group practice. He explains, "I learned years ago, the difficulties of juggling problems encountered by a small business." Issues included: not enough staff when someone is sick, vacations leave the optical practice without coverage, restraints on purchasing diagnostic equipment, and simply not having an associate to discuss business decisions. Dr. Risk's solution is operating multiple offices; a concept that strives to minimize inconveniences to his patients and staff.

He uses this analogy to describe himself and his partners, "I think of an optometrist as a fisherman in a rowboat. With a single set of oars you're limited by your own strength, but with multiple fishermen using multiple oars, the boat quickens its pace." Such is the same with multiple doctors working toward the goal of providing efficient and quality patient eye care.

Another advantage Dr. Risk finds with his multi-group approach is the cooperative nature between offices. Citing a recent example that occurred in an office with a single phoropter that had a lens locked up, he explained how the doctor would have been unable to work had it not been for the cooperation between his other offices. Within an hour, a loaner phoropter was brought in and patient services quickly resumed. In his words, the loaning office allowed the doctors to keep "rowing."

shifts from the pool of available employees to fill the gap in office coverage. If a doctor is sick, coverage is split between offices and patients are shifted to the closest office to minimize lost appointments.

Dr. Risk remarks, "Exam fees are dictated by the group, with no concern of another doctor trying to undercut the competition. Overhead expenses, like advertising and accounting fees are divided by the size of our group."

The doctors maintain the group approach when utilizing expensive diagnostic equipment by sharing a Humphrey TVF and GDx at a centralized location. "We refer patients to that office on a day it's staffed," he says. Additionally, he seeks the advice and feedback from colleagues regarding new technology in contact lenses or therapeutics. Collectively they offer a broader view of how new technology will benefit their patients.

Dr. Risk reflects, "I have been fortunate to rely on supportive doctors." Through cooperation and efficiency his multi-group practice "keeps the boat moving along." Patient satisfaction and good eye health are the benefits reaped in the wake of his success.



*Dr. Kent Risk operates seven busy practices with a team of twelve doctors and twenty-seven technicians. As president of Risk Optometric Associates, PA, he has been affiliated with National Vision, Inc. for eleven years.*

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In terms of practice management, Dr. Risk employs an office manager who oversees the operation of all practices. When the need arises, his staff

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