

## “HOW BEST TO BUILD A PRACTICE IN SYNTONIC OPTOMETRY”

By Chas. C. Wilson, D.O.S.

May I call to your attention what a difference it would make in this subject were the word “Best” not included. For then this paper could easily turn to one of clever advertising, and what a broad field for wild-claims and an over-active imagination – which no doubt would build quickly a practice in Syntonic Optometry – but wait, weight, and think – how few things are lasting that are built easily and quickly – and you will not advertise Syntonic Optometry. From right here on my paper is not going to be of interest to any Syntonist who is not taking Syntonic seriously. For nothing kills so dead any technic or service, as the half-hearted attitude of a so-called follower, or the over-exaggerated claims of an enthused novice with a new instrument.

To me the basic factor as to “How Best to Build a Practice in Syntonic Optometry”, lies first of all, in how thorough you are able to sell-yourself upon Syntonic technic, and then how confident you may become in your own ability of application. And here please remember, that it is not wholly the gun, but the man behind it that makes the effective hit. To merely shoot in the woods is not likely to ever kill a deer. So you must study and know why – and what for – before you ever give any patient a Syntonic application. For what have you on which to build a Syntonic practice, if you must depend upon mere luck of application?

It is possible every Syntonist here started off on a mistake and I wonder how many will admit it – by confessing that the first patient or patients were members, or relatives of his own family, friends of the family, and who is it that will say, these in the family, or friends of the family, no-pay patients, are not tough ones? Nothing could do you as much harm, as the unthoughted remark, “I must go now, you know I am a brother-in-law of “Doc” Wilson, and he has some kind of new-fangled instrument he is trying out, and I am acting as his Guinea Pig”. So every time you turn a patient loose with any less than ten Syntonic applications under his belt, you have taken a feather or so, from your cap as a Syntonist. The method of application seems so simple to the “run of mine” patient, that he cannot gather any connection with eyesight, his brain and that his eyes will be comfortable only as his physiological functions are harmonious. So the only way in which that patient can be made to know this fact, is through results he himself received, and if he is not willing to go along with you for at least ten applications, don’t take his case, and don’t hem-haw about telling him, for he will make a poor Syntonic subject anyway.

Charge, and see that you get your money for every Syntonic application you give, this throwing two or three applications in for good measure with every refraction or pair of glasses you deliver, will work – in my opinion – to your detriment, and will soon become known, as the refractionist who has a grief case of every case.

O yes, someone who is not a Syntonist is practicing in your own city, or town. And above all the greatest mistake possible is to prescribe a course in Syntonic applications, and to get out a card like a meal-ticket and punch holes in it, as the application are given. Don’t you know they count each day how many applications they have already taken, and how many they have yet to take, then stand real still, and try and find a pain somewhere, and this method never fails, they find it – the pain.

Please remember anything I may have said, or say is only my opinion, and your opinion and method may be far better. But if my glands wish to prance about a bit, they are my glands, and the same goes for you.

In comes the patient, my patient, for an eye examination and I of course, encounter with, "You wish an examination?" and proceed to make my optometric examination so obviously superior, that when the examination is finished the patient will be entirely convinced regarding my ability to prescribe for his eyes, and of are greater importance, to advise him concerning any extra or ultra-ocular methods that may be necessary, to give him complete comfort, and satisfaction. These very words I have borrowed from a paper by Dr. R. L.Cassell because I believe they say more than I could make words say, and I wish to thank the doctor for them.'

Well, this patient has turned out to be one of those in need of Syntonic applications, and it is very necessary that he return on the morrow, at an appointed time, that I may make a color-field charting of his eyes, which will enable me to make a more positive diagnosis of his case, at which time I shall tell him frankly what I feel can be done for him, and exactly what he must do provided I take his case.

Some 16 hours have elapsed, the patient has had time to reflect, and so have I. He is back in my office – his color field has been charted, and all available data gathered. "Well, Mr. Jones, my final analysis of your case prompts me to prescribe for you Syntonic applications, and I would like you to arrange so that you can come to my office for four consecutive days, counting the application we will give you now, and then possible every other day after the first four applications, as I anxious to get you started off well. My examination fee is \_\_\_\_\_ and the Syntonic applications are \_\_\_\_\_, and I feel reasonably sure after ten or fifteen applications you will show such improvement, you will wish to continue, or the response will be so slight it will not justify your further continuance".

I will start you at once, Mr. Jones, right this way and I will have you meet my office assistant whom I will instruct from time to time regarding your case. Just pay Miss Neutzling, and she will receipt you in full for same. Miss Neutzling also will arrange a time for you to come best suited to your convenience. Good-day, Mr. Jones."

But if Mr. Jones should show in-decision just tell him the examination fee is \_\_\_\_\_> and you will hold on file his case findings for two weeks, should he decide to start the applications within that period of time.

Gentlemen, starting from scratch on June 24, 1933, in this very manner, I have built a quite lucrative and a most satisfactory Syntonic practice.

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Discussion of Paper on

“HOW BEST TO BUILD A PRACTICE IN SYNTONIC OPTOMETRY”

By

Dr. Geo G. Mead

Selling Syntonics is a hard subject for me and I can not offer any adverse criticism to Dr. Wilson's paper. But I find that different methods must be used with different patients, and on different kinds of cases. Some of us are not salesmen.

One of my best methods is used on those cases who come in thinking their glasses need changing. Either before or after examination get them before the instrument with as little talk as possible.  $\mu\nu$  is a better salesman than I am. I find they are better sold when they are sold from results.

How could a case like this be handled better? A retired executive about seventy-five years of age, in apparently good health, thought his glasses needed changing. His eyes looked as if he had been in a sandstorm. After three treatments he decided they didn't need changing.

I fully agree with Dr. Wilson's method with cataract cases and such. Some of them should not be touched unless they are willing to be treated for at least thirty days.

As a whole Dr. Wilson's methods are the best because some of our best results are obtained with one or two treatment and we don't get enough out of it unless they are sold on a given number.

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