

DEVELOPING A PRACTICE MISSION STATEMENT

The mission statement is the focus of your practice and your marketing strategies. Those who read it should know immediately who you are and what you want to accomplish. Use the following questions to assist you in composing your mission statement.

What is in it for me?

Why do I want to be an eyecare professional?

Who are my patients? Who should I add?

What values do my patients look for when they select my type of service?

Who are the other vision care providers in my area?

How are we different than the other ECP providers in the area? How can I accentuate the difference?