



What is the book “What Patients Want” all about?

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What Patients Want has been written to assist optometrists in “prescribing” the best solutions for the eyecare of “patients”.

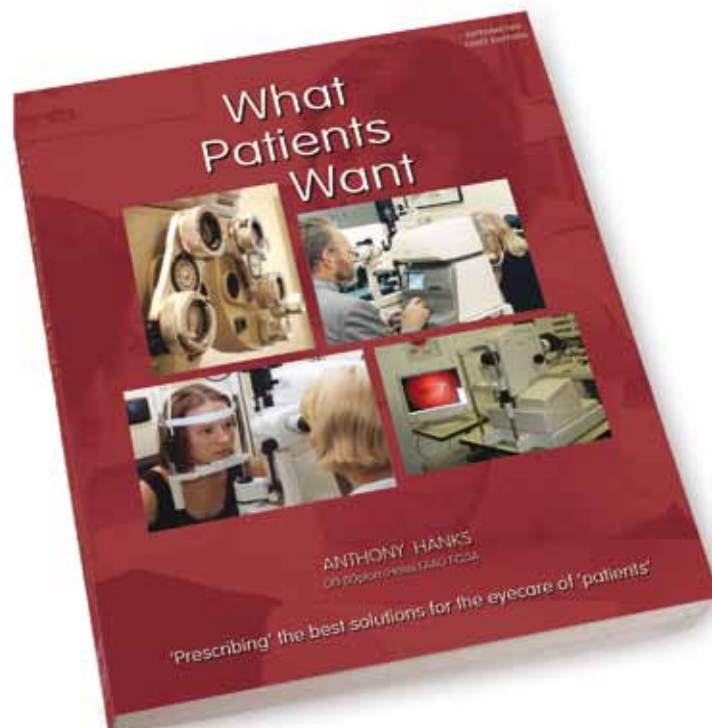
Based upon a comprehensive international survey of eyecare consumers on four continents, the book draws upon the 35 years experience of the author as a clinician and practice manager.

Lessons are also highlighted from other fields (like psychology, marketing and communication) and a

range of resources are shared with readers for use in their own practices.

There are over 250 pages, generously illustrated in full colour with photographs, diagrams and graphs to aid understanding.

A more detailed summary of the “Contents” is listed on the following pages . . .



What Patients Want

'Prescribing' the best solutions for the eyecare of 'patients'

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