



Aiding your quest for success

The Key to Practice Growth & Sustainability

PEN recognizes the importance of patient referral and retention. There-

fore, we encourage you to use the services of The Performance Edge to help you increase productivity and profitability while enhancing quality assurance and customer satisfaction.

The Performance Edge enables PEN Members to invite patient feedback, referrals and follow-up services through cost-effective and integrated programs for as little as \$50/month. They also offer customized Mystery Shopping services allowing you to ensure your standards of customer service are consistently being met.

Watch a 3-minute video online at www.pedge.com/health.htm then contact The Performance Edge today for a **free 2-week trial...** call 800-365-9145 or email support@pedge.com.

"As a telephone technique education tool, nothing in our years of experience has come close to Performance Edge. We have used Performance Edge on an ongoing basis with their recorded shopper calls for all areas of our office - from the reception staff, to the optical and contact lens staff. We have found it indispensable in understanding how our staff represents us on the phone. It is also impressive in its education abilities on training our staff with their own phone conversation styles. Their education modules and simple phone technique training audios that come with each review are amazing in their simplicity and usefulness."

- Steve Faith, O.D.
Livermore Optometry
PEN Advisory Board