



The Low Vision Profit Playbook

Transform Your Practice. Elevate Patient Care.

Executive Summary

Discover How 50+ Private Practice ODs Are Adding Revenue, Time, and Purpose Through Low Vision Care

If you're a business-minded optometrist who values high-impact care and smart growth, you're likely overlooking one of the most underserved — and profitable — patient populations in eye care: *low vision patients*.

This guide gives you a real-world look into:

- What low vision care actually looks like in private practice
- How our top-performing doctors added \$250K–\$600K in 12–18 months
- The training model that's faster than a residency — with geographic exclusivity
- A quick profit calculator to see what low vision could mean for your bottom line



THE OPPORTUNITY

A Growing, Underserved Patient Population — That No One Is Marketing To



Over 12 million Americans live with visual impairment — yet <1% receive proper low vision care



Most ODs refer out due to lack of training, tools, or systems



Medical doctors have no solution — this opens the door for you to lead the care, keep the revenue, and make an impact



REVENUE POTENTIAL BREAKDOWN

Low Volume. High Value: Why One Patient Can Equal \$2,500+

Example Revenue Model:



Average revenue per low vision patient
\$2,500



10 new low vision patients/month
\$25,000/month



12 months
\$300,000 in new annual revenue

"In the first 9 months, I brought in \$180k from low vision — and I was only seeing patients 1 day a week." – Dr. John Jacobi, Michigan



REVENUE POTENTIAL BREAKDOWN

The \$600K Low Vision Blueprint: Dr. Long's Story

Mini-case study excerpt:

- General OD seeing high volumes of patients
- Completed our intensive low vision training
- Launched a hybrid model: 3 days/week primary care and 1 day/week low vision care
- Result: Added \$600,000 in revenue in 2024 seeing 15-20 low vision patients per month



"This method allows doctors to love what they do, be clinically effective, and make a great living — all at once."

Dr. Jarrod Long, OD

HOW THE TRAINING WORKS

The Only Non-Residency Low Vision Program Designed for Private Practice Owners

Key Points:

- Intensive, comprehensive training (no residency required)
- Exclusive territory for referrals and marketing
- Kit included (free after device sales)
- Ongoing clinical support + business growth strategy
- Total investment: \$2,000 + 6% royalty on gross low vision revenue

PROFIT POTENTIAL

Low Vision Revenue Calculator

New Patients/ Month	Avg/ Patient	Monthly Total	Yearly Total
5	\$2,500	\$12,500	\$150,000
10	\$2,500	\$25,000	\$300,000
15	\$2,500	\$37,500	\$450,000

"I can make as much money in 2 good days of low vision as I can in 21 days of primary care."

- Dr. Rod Fields



Are You Ready to Grow a High-Impact, High-Revenue Practice?

You don't need to change your entire practice
to change your future.

You just need a proven training system, the
right patients — and the courage to lead.

Schedule a Call Today

