

## **Accurate Benchmarking made easier for independent practices**

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June 26, 2002 Reading, England – Relcon Software Ltd, authors of the powerful F.O.C.U.S. Practice Management system, today announced a new module that will enable independent practices to 'benchmark' their performance more easily than ever before.

Benchmarking is a vital tool that enables independent opticians to objectively evaluate their business performance – vital in today's competitive marketplace. By comparing key indicators each month – indicators such as numbers of examinations, numbers of spectacles dispensed, average dispensing values and so on – individual practices are able to assess whether they are doing better or worse than their colleagues. If they are doing less well, then they can take appropriate action in a timely and proactive manner to bring their performance up to that of their more successful colleagues.

The new F.O.C.U.S. module, Benchmark Plus, has been developed to work in conjunction with the Myers La Roche Optic 2000 benchmark programme. It extracts vital benchmark data from the F.O.C.U.S. Practice Management system, reformats it to fit in with the Myers La Roche benchmark program, then emails it automatically for inclusion into the Myers La Roche Optic 2000 monthly report. This overcomes one of the biggest single obstacles to accurate benchmarking – the collection of data. Practices using F.O.C.U.S. are already generating the necessary data as a by-product of simply running their practices more efficiently.

'Our benchmark programme, Optic 2000, gives practices the vital tool that they need to remain profitable in the increasingly competitive world of optics,' says Patrick Myers of Myers La Roche. 'I am delighted that Relcon have made it even easier for the 1000 or more practices that currently participate to collect the necessary data. We also believe that the ease with which F.O.C.U.S. collects the data will tempt other practices to join the programme, thereby making the programme as a whole even more representative and valuable.'

For further information about the Benchmark Plus and F.O.C.U.S. Practice Management system contact Robert Ward or email him.

For further information about the Optic 2000 Benchmark program and other services available from Myers La Roche, contact Patrick Myers or email him.

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## **Editor's Notes**

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### **Relcon Software**

Relcon Software Ltd is a software company based in Cardiff, with subsidiary offices in Chipping Norton and York. One of the few companies in this marketplace with an Ophthalmic Optician on the board of directors, it has been supplying the F.O.C.U.S. Practice Management system to selected optical clients since 1998. Major clients include Conlons Opticians of Liverpool; Black and Lizars in Scotland; and numerous independent practices throughout the UK.

For more information, visit Relcon Software on the web at [www.relcon-software.co.uk](http://www.relcon-software.co.uk) , or contact Relcon Software:

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**Myers La Roche**