

## Ophthalmic Articles Published

Publication	Date
Matsco Newsletter Publication	September 2009
Contemporary Optometry	August 1986
Contemporary Optometry	March 1985
Illinois Journal of Optometry & Chiropractic Economics	Jan/Feb 1996
Illinois Journal of Optometry & Dental Economics	March 1995
Illinois Journal of Optometry & Dentistry Today	May 1995
Illinois Journal of Optometry & The Peoria Observer	January 1984
Ophthalmic Times	September 1992
Ophthalmic Times	October 1992
Ophthalmic Times	November 1992
Ophthalmic Times	December 1992
Optical Index	March 1985
Optical Index	May 1986
Optical Prism	March/April 1987
Optifair News	April/May 1988
Optometric Management	April 1989
Optometric Monthly	March 1983
Review of Optometry	March 2000
Review of Optometry	June 1998
Review of Optometry	November 1997
Review of Optometry	May 1997
Review of Optometry	November 1995
Review of Optometry	December 1988
Review of Optometry	June 1988
Review of Optometry	May 1988
Review of Optometry	September 1987
Review of Optometry	July 1987
Review of Optometry	April 1987
Review of Optometry	April 1987
Review of Optometry	October 1986
Review of Optometry	October 1992
Review of Optometry	September 1984

**hed by Dr. John W. Gay II**

<b>Name of Article</b>	<b>Notes:</b>
Setting The Stage For Your Practice Acquisition	
Retaining and Expanding Your Patient Base	
Conscious Marketing: Your Edge In Optometry	
Considerations: Prior to Buying/Selling a Practice	
How to Boost Your Profession	
Your Facility in the Future May Mean Your Future	
Layman of the Year - Illinois Optometric Association Honor	
What Message Does Your Office's Appearance Send?	
How Can You Increase Your Referrals?	
How Do Others Perceive You?	
How to Boost Your Profession	Part 1 of 4
Women In The Workforce - Women O.D.'s Favor Chains, HMO's	Part 2 of 4
Superstores Over 6,000 Square Feet Are Not Successful	Part 3 of 4
John Gay Speaks to Alberta Optometrists	Part 4 of 4
Marketing Can Double A Practice in 14 Months	
Equipment Purchasing: Staying Up To Date	
How To Prosper During Recessionary Times	
A Steady Climb From Start to Success	
A Game Plan for Smooth Driving Ahead	
Seven Steps that Take the Sting Out of Spring	
Even Greater Expectations - What Your Patients Want	
Why Now is the Time for This Seven Point Tax Check-Up	
Prepare for Partnership - Insure Your Way To A Buy - Out	
Coping With the Superstore Challenge - When Superstores Ruled the Earth	
Consciously Marketing A Contact Lens Practice	
How To Equip Your Dream Office	
You Could Loose Your Entire Patient Base in Just Five Years	
What Not to Include In A Safety Deposit Box	
How To Find A Good Insurance Agent	
Add Surgery To Your Office	
Sensitize Your Staff, Satisfy Your Patients	
Disability Insurance - Dare To Be Different!	