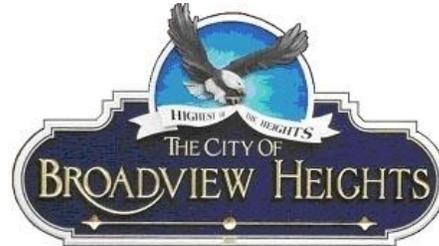
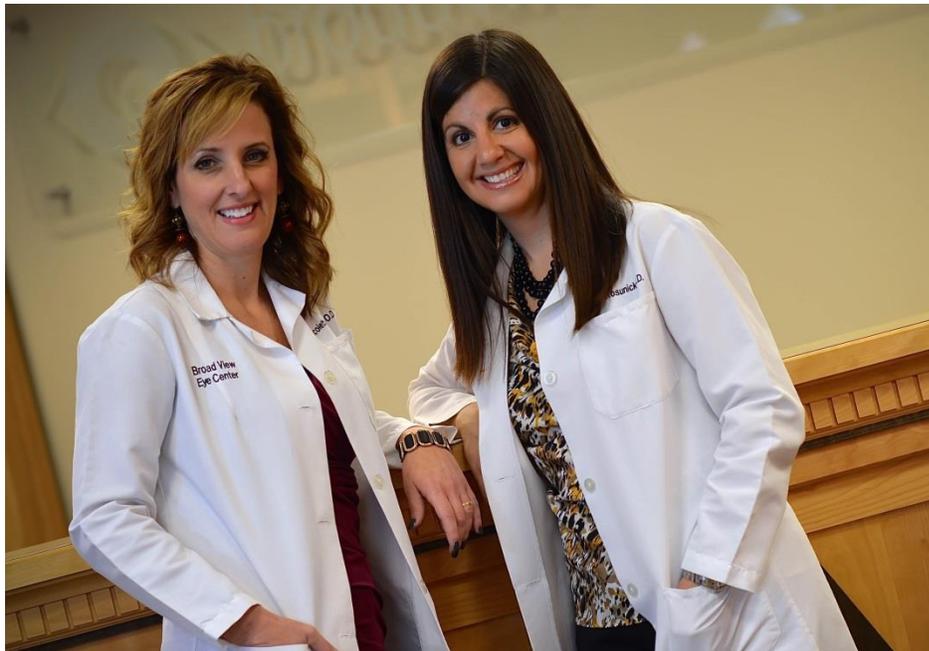


Broadview Heights Business Spotlight February 2017: Broad View Eye Center



This month the Broadview Heights Business Spotlight focuses on Broad View Eye Center (notice the pun in the name!), a staple business located in the Well Pointe Plaza of Route 82 & Broadview Road since 2002! In January 2017 Economic Development Director sat down with Dr. Nicolette Scott and Dr. Josie Kosunick to talk all about their practice and how it's grown. Read on to get to know more about Dr. Kosunick, Dr. Scott and their friendly staff.

Q: Tell me how your business got started. How long has Broad View Eye been around?



A: We started Broad View Eye Center in 2002. We had always dreamed about working in a private practice. We had worked as corporate Optometrists for about one year, when this opportunity to start our own private practice came around. We jumped on it!

Q: Why did you chose Broadview Heights for your business?

Dr. Nicolette Scott & Dr. Josie Kosunick

We chose Broadview Heights for several reasons. We did a lot of research up front on demographics, market place needs, etc. There were relatively few eye care providers in the area, which meant that we would not have much competition. Also, the area was (and is still) growing which meant more potential customers moving into the city. New homes and new businesses were being built which was a good sign of economic growth of the area.

Q: What's the one thing that your business is known for over your competitors?

A: Anyone who has come to our office knows that we pride ourselves on offering superior customer service. We go above and beyond for our customers every day, and we have over 700 online reviews to prove it. Our staff has been the key to offering such good care to our customers. We are very picky about who we hire for our office and we make sure that every employee shares the same philosophy that we do when it comes to customer service. We empower the staff to go above and beyond for their customers. This has included personally delivering glasses after hours to a disabled patient who was also legally blind, a hand written note from the doctor wishing a patient good luck on her upcoming driver's test that she mentioned she was really nervous about, or driving to the office late on a Saturday night to look for a baby blanket that was left there earlier that day. You don't get that kind of customer service at a retail chain.



Q: Tell me about your biggest achievement as business owners and what it meant for your business.

A: Our biggest achievement as business owners has been the expansion of the original office. When we opened our doors in 2002, we never dreamed that the 1800 square foot office wouldn't be big enough for us some day, but over time, as we became busier, the waiting area began to feel cramped and there were often times that customers had to stand because there weren't enough chairs. In 2010, we added an additional 1200 square feet by acquiring part of the vacant unit next to our office. Upon completion of the project, we all breathed a sigh of relief and thought: "We're glad that we will never have to go through that again". Well five years later, we found ourselves in the exact same position and decided to expand once again. The other half of the unit that we took over was still vacant, so in 2015 we added on for the second time and added an additional 1200 square feet. We now have five exam rooms which allows us to have two or three doctors working at a time. With more doctor coverage, we can offer more appointments and reduce the wait making it more convenient for patients. Also, with a

larger show room, we were able to add several frame boards to increase our frame selection. Also, the waiting area is spacious and we never run out of chairs!



Q: That is certainly an accomplishment. What's the biggest risk you've ever taken as business owners?

A: The biggest risk we have ever taken occurred in 2016. Opening a private practice from scratch is becoming increasingly rare due to many factors including the rising cost of technology, increasing competition from large hospital systems (such as Cleveland Clinic and University Hospitals), and lower reimbursement rates from insurances. Despite all of that, we decided to open a new location in Berea in August of 2016.

We chose Berea mainly because we both live in the area with our families and are very well connected in the community. It's much easier to grow your customer base when you live in the same community that you practice in. So far, the risk seems to have paid off because we are busier than we anticipated, but it's still too soon to tell.

Q: What are your top three priorities that you focus on as business owners?

A: We are committed to offering superior customer service to all of our patients and exceeding their expectations. Next, we try to provide a fun and caring atmosphere for our employees. Then, we strive to keep up with the most current technology and business practices.

Q: Have you had or met any business mentors and if so, how have they helped you?

A: We belong to a large national network of private practice Optometry offices called Vision Source. In Northeast Ohio there are approximately 45 Vision



Source offices and we meet regularly to discuss the challenges of private practice Optometry and we share ideas to help with these challenges. Many of these offices have been around for much longer than ours, and they have experienced many changes in our industry. Our Vision Source Colleagues have served as our mentors and we know that we can call on them for anything.



Q: What is the best piece of advice you would share with executives of other small businesses?

A: The best piece of advice for business owners is to lead by example. You can't ask your employees to do anything that you yourself don't do. No job should be "beneath" you. As business owners (and doctors), we do whatever it takes to make our practice the best. Usually, that means giving eye exams and making recommendations to patients. Sometimes, though, it means mopping the floor, answering the phone to schedule an appointment, and yes even cleaning the toilets occasionally. The culture of "do whatever it takes" starts at the top.

Q: What is your favorite thing about Broadview Heights?

A: We both really love the strong sense of community here in Broadview Heights. The local businesses are very active in giving back to the community. We work very closely with the local schools (both private and public) to give eye exams and eyeglasses at little or no cost to kids in need. People in the community are very active in supporting their neighbors and also local businesses.

Q: What does 2017 look like for Broad View Eye?

A: We are going to be focused on internal marketing at our Broadview Heights office (educating our current customers about new products that we have available such as new frame lines, lens technology and diagnostic equipment). We will be focused on external marketing at our Berea location (advertising with both digital and print media and networking in the community to get new customers to come to the office). We are looking forward to our biggest year yet!

You can find Broad View Eye Center at:

"Your reviews are
priceless to us"



Broad View Eye Center

440-526-7070

403 E Royalton Rd, Broadview
Heights OH 44147

- Monday: 10AM-7PM
- Tuesday: 8AM-6PM
- Wednesday: 10AM-7PM
- Thursday: 8AM-6PM
- Friday: 9AM-3PM
- Saturday: 9AM-2PM
- Sunday: Closed

broadvieweyecenter.com