

Best practices on building a premium positioning.



Seeing beyond

Join the ZEISS Practice Development Lunch Symposium at 2023 ESCRS Meeting

Monday, 11 September 2023
Time: 1:00 – 2:00 PM CEST (UTC+2)
Room: STRAUSS 2



Robert Lin

“Positioning Refractive Procedures through Networking Strategies: Expanding Reach and Building Partnership”



Emma Urska Belle Drev

“Efficiency Boost: Staff Training and Practice Optimization supporting the Refractive Procedures Positioning”



Abdulla Naqi

“Effective Positioning and Branding in Refractive Surgery Procedures”

SAVE THE DATE

