



OWNING IT

One Woman's Journey to a Practice that Supports Her Life

For established women in private practice, Dr. Beth Seidman's journey is a lesson in growth, clarity, and finding the right people to fuel your next chapter.

For Dr. Beth Seidman, practice ownership wasn't a finish line—it was a launchpad. After years of working in the field, observing what made a practice tick, Beth stepped into her own space with something bigger than a business plan—she had a clear vision. She wanted to lead a team, provide patient care that felt personal, and grow a practice that reflected her values. What didn't she want? To be stretched thin trying to manage every single piece of the business alone. "I had a vision, and I had the experience—but I knew from the start that I couldn't scale without support," Beth shares.

That kind of self-awareness—knowing your strengths and choosing to delegate the rest—is exactly what has allowed Beth to grow intentionally over the last 10 years. She's the kind of owner who invests in her people, who leads by example, and who embraces her role not just as an optometrist, but as a mentor, mother, and community leader.

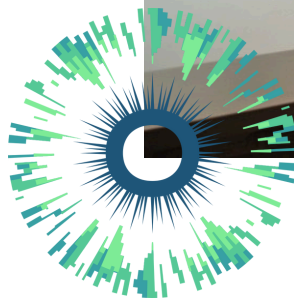
Clarity Over Chaos

Beth's practice, The Eyecare Center of Ken Caryl, isn't just growing—it's evolving. As she moves deeper into specialty care and leans into strategic leadership, her time and attention have become even more valuable.

"I've always believed that if I want to keep leading with intention, I have to stay focused on where I have the most impact. For me, that's with my patients, my team, and the long-term direction of the practice," she says. But that also meant releasing control over areas where she didn't need to be the expert—like marketing. Beth turned to a trusted partner to help fuel her growth behind the scenes.

A Partnership That Amplified Her Vision

By Q3 of 2023, Dr. Beth Seidman knew it was time to refine her digital marketing strategy. Her goals were clear: grow her patient base—especially within specialty services—without sacrificing time or control. That's when she partnered with Optometry Marketing Services (OMS) to build a smarter, data-driven marketing engine behind her brand.



Change in Marketing Strategy

- OMS published targeted, **specialty-focused blog** content to improve her website's visibility and **attract patients actively searching** for relevant care.
- Highly localized and **service-specific ads** were launched to drive traffic from **new potential patients** in her suburban market.
- Visitors were guided to **clear calls-to-action**, encouraging appointment bookings and **driving more engagement** through her site.

The Results (Jan–Dec 2024)

40% New Patient Growth

12% Growth in Returning Patient Appointments

Beth didn't have to become a marketing expert to see results—OMS aligned their strategy with her long-term vision, helping her reach the right patients while she stayed focused on her team, her leadership, and her care model.

They didn't just 'do marketing' for me, they helped me reach more of the right people without pulling me away from my team or my care."

-Beth Seidman



Building a Practice That Supports Her Life

Beth's story resonates with so many women in optometry today. She's not chasing busy for the sake of it. She's chasing purpose. She's building something sustainable—not just successful. And she's choosing to define growth on her own terms.

"I think as women in leadership, we put a lot of pressure on ourselves to be everything," she says. "But the real power is in knowing when to ask for help, when to delegate, and when to bring in people who can amplify what you're building."

As she celebrates 10 years in practice this fall, Beth is focused on what's next—not just for her business, but for the people around her. She's mentoring younger doctors, empowering her team to work autonomously, and creating space to be present for her family.

Advice to Women in Practice

Her advice to other women in business? Don't wait to feel ready. Get clear on what you want your life to look like and build your business to support that—not the other way around. And never underestimate the value of the right kind of support.

Beth's journey is proof that owning your vision isn't about doing more—it's about doing the right things, with the right people, at the right time.



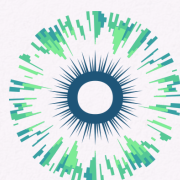


SHE MADE **MARKETING** WORK FOR **HER**

When Beth set her sights on expanding into specialty care, she didn't try to figure everything out on her own. She knew her time was best spent leading her team and serving her patients, not second-guessing marketing tactics. With the right support behind her, she found a way to grow her practice without losing sight of what mattered most.

If you're building something bigger and want a partner that works just as hard as you do!

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