

# WORLD EYE AND VISION CONGRESS

September 06-08, 2018 Dubai, UAE

## Building and marketing successful refractive centres

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ENAIM Medical and Refractive Centres, Israel

Enaim Medical Refractive centre is an international model for excellence, Innovation and leadership in the field of Refractive, Cataract and corneal surgery, unique combination of experienced and responsible ophthalmic private practice, with academic achievements, has created successful business development. The financial results keep growing, the budget of marketing is devaluating and that enable ENAIM to grow and extend its involvement in collateral medical businesses. The purpose of this lecture is to present our vision: “who is the wise man – the one who sees the future”.

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