



The

*Eyecare your family can trust!*

Fall 2008

# Absolute View

Your Pediatric and Family Eyecare Specialists

## Dr. Rick Peterson graduates from the Disney Institute

In the Spring of 2008, Dr. Rick Peterson was invited to participate in a unique program geared

toward business professionals. This program was created for leaders looking to improve the quality of service in their health-care organizations.

Combining classroom sessions, application exercises,

and behind-the-scenes visits to Disney parks, the Disney Institute programs guide participants in discovering, firsthand, how to match their service standards with a delivery system that promotes and assures quality.

Highlighting the vision and ideals of Walt Disney,

the *Disney Institute* is a recognized leader in experiential training, leadership development, benchmarking and cultural change for business professionals across the globe.

Dr. Peterson experienced the combination of all the resources of the Disney Destinations, finding that the *Disney*

*Institute excels* at providing professional development that can meet the needs of growing and progressing businesses. Through the on-site field experiences inside the training centers of the Magic Kingdom and EPCOT, Dr. Peterson was transported out of the tradi-

tional classroom setting and into real behind-the-scenes interactions with Disney leaders who share the Disney business practices first-hand. He discovered that this unique program provided an opportunity to “Experience the Business Behind the Magic” of Disney’s core business strengths: Leadership Development, Quality Service, Customer Loyalty, Organizational Creativity, and Teambuilding.

### The Disney magic

Dr Peterson found ‘the Disney magic comes from the desire of each ‘cast member’. Their job or task is important, but their purpose (to make each guest’s visit magical) is the focus of each individual that works in the Disney parks and resorts. These are traits we want to further incorporate into our practices, to make each visit to Absolute Vision Care wonderful, and an experience that each patient can enjoy.”



Dr. Peterson was transported out of the traditional classroom setting and into real behind-the-scenes interactions with Disney leaders.



“You can dream, create, design, and build the most wonderful place in the world, but it requires people to make the dream a reality!” Walt Disney



### A New Generation of Contact Lenses

If you currently wear a contact lens, and your eyes are dry or irritated, ask us about the next generation of Acuvue brand contact lenses. Absolute Vision Care is proud to offer their patients the latest in contact lenses. **One of them could be just right for you. Call today for details.**