

If you want to meet a business owner that absolutely loves his work, head on over to Monterey Bay Eye Center. Dr. Leland Rosenblum has always enjoyed the practice of medicine. There is a long line of doctors in the Rosenblum family, which probably sparked his interests. He started his medical education in the field of cardiology but soon discovered his passion would lead him into ophthalmology. In his early days, he assisted with eye surgeries and really felt the importance of the job and gratitude from patients. It was an amazing thing to experience, and Leland knew this was the career he wanted.

Being a physician and business owner comes with many responsibilities. One that Dr. Rosenblum wasn't quite prepared for was the bureaucratic side of things. Medical school doesn't teach the ins and outs of business management, administration and all that comes with it. Leland had to learn an additional skill set to make sure he properly ran his business. With that side of the company under control, he was able to focus on the spectacular field of ophthalmology. He has been practicing in Monterey Bay since 1994 and plans to continue, as he is still in full swing, giving back to patients and the community. When he decides to retire, he hopes to hand over the reins to the next generation of doctors at the eye center.



As far as Monterey Bay Eye Center being affected by Covid 19, the first 3 months there was a very dramatic downturn for the business. Emergent care was the only thing allowed at the time and most eye surgeries are not emergencies. The doctors and office staff were working very little and just had to weather the storm. Slowly, following the CDC guidelines, patients started to return, and business gradually sped up. It's still not the same as before. The office setting has changed and the amount of people allowed in the office has been adjusted. At the very beginning of Covid 19, it was scary and challenging for Dr. Rosenblum but now the company has recovered to near normal.

When asked about advice for new business owners, Dr. Leland Rosenblum said, "You have to want to do it. It's a full-time job on top of a full-time job. You must always be willing to learn because laws and regulations are constantly changing. Potential owners should seek out good advice and use community resources to be productive. Being a business owner gives you the great gift of independence and that is the most rewarding thing."

THANKS

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