

BEST PRACTICES TO GET YOU BACK TO PRACTICE



Use Contact lenses to Drive Revenue and Patient Retention

Dr. Zolman & Dr. Achong-Coan outline strategies for success.

- 1 Schedule intelligently**

Give highest priority to those in greatest need to include those with appointments in March and April, medically necessary contact lens patients, myopia management patients, ortho-k, and incomplete CL fitting process. Contact lens patients overall add more revenue to the practice and return to the practice more regularly than patients who wear eyeglasses.
- 2 Provide digital options**

Raise awareness of ordering glasses and contact lenses from your practice online. Give subscription options for contact lenses and supplies, nutraceuticals and try on at home option for glasses. This adds convenience and flexibility for all patients.
- 3 Don't make assumptions**

Always ask your patients if they are interested in vision correction without glasses for all or some of their activities. Don't assume that they are completely happy in glasses full time. Hobbies (such as sports) may be a place to suggest a 1 day contact lens in addition to their yearly glasses purchase.
- 4 Share technology advances**

Have a conversation every year about the newest advances in contact lens technology. Discuss 1 day lenses if they are not currently using them. Company rebates are removing some of the financial concerns that some patients may have. If they decide not to convert this year, you've planted the seed for next year.



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5 Fit toric and multifocal contact lenses when indicated

Not doing so will lead to unhappy patients, who will eventually drop out or go elsewhere and wonder why they never heard of these options before.

6 Offer specialty services and seek out referrals

Referrals can include cataract/cornea OMDs or any doctors treating patients with conditions involving dry eye where scleral contact lenses may help. Many of these specialty contact lenses can be filed to insurance as medically necessary or will become cash pay patients. These patients become very happy and loyal patients.

7 Talk annual supplies

Finish every contact fit by moving directly into the conversation about ordering their annual supply of contacts (never talk about ordering boxes). Make it risk free with buybacks of unopened/unmarked boxes if prescription changes, replacements if they lose or tear a lens, free shipping to their homes, and amazing rebates. Break down the cost savings with the annual supplies, insurance contributions and rebates. Offer other incentives with an annual supply of contacts like a dollar figure off sunglasses, % off eyeglasses, and cost effective glasses for back-up when not wearing their contact lenses.



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