Build A
More Profitable
Eye Care Practice

Leverage the Marketing Power of:

- Email
- Text
- Mobile
- Social Media
- Online Reviews

Created by an Eye Doctor for Eye Doctors.
We Know Eye Care.
Reduce appointment no-shows
WITH AUTOMATIC REMINDERS AND CONFIRMATIONS
Missed appointments result in lost revenues, both for the appointment itself and from its cross-sell potential. Automatic reminders and appointment confirmations make sure your patients remember their appointments—and show up!

Save staff time
WITH INTELLIGENT APPOINTMENT REQUESTS
No more phone tag! Patients can look online to see exactly when there’s an appointment available in the office they want to visit, with the doctor they want to see. Patients love it—and so will your staff.

Attract new patients
WITH ONLINE REVIEWS AND EMAIL MARKETING
Online reviews on Google, Yelp and Yahoo give new patients lots of good reasons to choose your office over other eye doctors. Plus, you’ll have helpful tools to reach out to “lost” patients and bring them back to your practice.

Get more patient appointments
BY BUILDING PATIENT SATISFACTION + LOYALTY
Show patients you really care when you send them thank-you emails linked to satisfaction surveys. You can also send easy email reminders when it’s time for a check-up. And you’ll stay top-of-mind with patients when you put custom communications to work for you throughout the year.

Get patients in more frequently
WITH AUTOMATED RECALLS
A year goes by fast—it’s easy for patients to forget to schedule an appointment if you don’t have our automatic recall emails. WebSystem3 reads the actual recall date for a patient in your practice management software and automatically cues up a recall email, phone call or text message.

Cross-sell eyewear
WITH EMAILS, TEXTS, NEWSLETTERS AND FACEBOOK POSTS
With powerful marketing tools at your fingertips, you can drive patients—and prospects—to your practice profit centers.

Dear Anne,
You are now due for an eye examination. According to our records, you are now due for an eye exam. Even if you haven’t noticed any change in your vision, it’s important to realize that many eye disorders have no symptoms in the early stages. Regular eye examinations are your best insurance against vision loss.

Click the “Request an Appointment” button and you will be able to select a convenient appointment date and time. We will confirm your selection with you.

Please call our office if you prefer to schedule your appointment by phone.

Thank you and we look forward to seeing you.

The Folsom Eye Center
123 Main Street
Suite 151
Folsom, CA 95630
916-934-5555

If you do not wish to receive ANY reminders or notifications from us, click: remove me.
Intelligent Appointment Requests

Keep your appointment book full!

- Patients only see actual appointment openings—no more frustrating back-and-forth to find the best time.
- Syncs up throughout the day with your practice management software, so actual availability is shown by office, by doctor, by day, by time.
- Ultimate scheduling convenience online, on Facebook, on mobile.

Huge time saver for your staff

Branded only to your practice

4 ways to build patient loyalty

- Thank them
- Keep in touch
- Survey them
- Invite them back

WebSystem3 is a turnkey system packed with patient emails. Use them as-is. Edit to fit your needs. Or write your own!

Everything is: Automated • Effective • Branded to You

Plus: Every email makes it easy for satisfied patients to refer friends.

Thank You for Trusting Us

Thank them

Keep in touch

Survey them

Invite them back

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Thank You for Trusting Us with your Eye Care

Give Your Eyes a Break from the Computer Screen

May we ask for a Recommendation?

Eye Exam: We’ve Missed Seeing You!

Daily Greens

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Everything is: Automated • Effective • Branded to You

Plus: Every email makes it easy for satisfied patients to refer friends.
Reviews on Yelp, Google, Yahoo and Facebook drive new patients to your business and enhance your online reputation.

1. An automatic email asks satisfied patients to write a review.

2. Reviews post on Google, Yelp, Yahoo and more—Google and Yelp are the top sites where prospective patients search.

3. Patients can also post their review to Facebook—leveraging the power of social media to grow your practice.

Put reviews where they’ll do you real good—on the sites people use most.

Use email marketing to grow your practice... and build your reputation.

Get unlimited access to pre-written, ready-to-go email campaigns and a quarterly vision and health e-newsletter.

1. Build your business
2. Position yourself as the expert
3. Encourage referrals
4. Build goodwill

Stay top-of-mind with informative quarterly e-newsletters prepared for you.

Don’t Lose Your Flexible-Spending Benefits!

Dear Anne,

Use your FSA Benefits before it’s too late! Use your Flex Plan Benefits before December 31st.

You may qualify for:
- Prescription Sunglasses
- Contact Lenses / Frames
- Prescription Eyeglasses
- LASIK / LASIK Corneal Transplant

With less than one month remaining to use your FSA, it’s time to make sure you’re not leaving money on the table. Use the 20-20-20 rule to let your eyes rest: Every 20 minutes, look at 20 feet for 20 seconds. It helps break the strain of focusing from doing close work, like reading or typing at a computer monitor. And always be sure that you have a comfortable arm's distance away. Lowe’s advice is to give your eyes a break. Don’t let your benefits “expiration” date pass by, or you may lose them.

The Folsom Eye Center
123 Main Street
Folsom, CA 95630
Suite 101

Get Your Eyes a Break from the Computer Screen

If you work in front of a computer screen all day, the Doctor Lowe team has your eyes—and every other part of your body—covered.

Research shows that up to 90% of people suffer from eye-strain after using a computer screen for more than 20 minutes. It helps break the strain of focusing from doing close work, like reading or typing at a computer monitor. And always be sure that you have a comfortable arm’s distance away. Lowe’s advice is to give your eyes a break. Don’t let your benefits “expiration” date pass by, or you may lose them.

Use the 20-20-20 rule to let your eyes rest: Every 20 minutes, look at 20 feet for 20 seconds. It helps break the strain of focusing from doing close work, like reading or typing at a computer monitor. And always be sure that you have a comfortable arm’s distance away. Lowe’s advice is to give your eyes a break. Don’t let your benefits “expiration” date pass by, or you may lose them.

Before You Have LASIK

Are You Ready for Contacts?

According to Dr. Lowe, many people want to wear contacts instead of LASIK, but don’t qualify for contacts due to the shape of their eyes.

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Are You Ready for Contacts?
Go Mobile!

Help patients connect with you anytime, anywhere.
Leverage the power of mobile technology to give your patients the ultimate in convenience. The VisionApp integrates with WebSystem3 and your practice management software. Plus, it’s personalized to your practice—and affordable!

Perfect for your patients:
- Moms on the go
- College students
- Busy professionals
- People who travel

Works with:
- iPhone
- Android
- iPad
- Other tablets

Easy mobile access encourages patients to:
- Request an appointment
- Reorder contacts
- and more...

Don’t delay. Contact us today for a free consultation and WebSystem3 demonstration.

Call 1.916.934.5555
www.WebSystem3.com