



Patient Acquisition
and Retention

EYE CARE
LEADERS



Keep Your Practice in the Public Eye with a
POSITIVE PERCEPTION

Promoting your practice and protecting its reputation have never been more essential for ophthalmologists and optometrists.

Don't underestimate the power of digital marketing in today's wired world. myCare Patient Acquisition and Retention will help you develop a custom practice success plan to address your challenges and achieve your goals.

More than meets the eye. From a feature-rich, mobile-friendly website and savvy social media presence to branding and practice promotions, we will give your staff the tools and training to execute an effective, proactive digital marketing strategy.

myCare Patient Acquisition and Retention can help you actively market your practice to new and existing patients in an environment where high quality eye care alone no longer guarantees success.

You've worked hard to build your reputation in the real world. ECL's myCare Patient Acquisition and Retention makes sure that reputation remains consistent in the digital domain. Our marketing strategies provide a roadmap to patient acquisition, patient engagement, referrals, and revenue enhancement.

OPHTHALMOLOGISTS

Understand What's On the Line, Online.

It's clear that optometrists are currently facing numerous downward market pressures. Declining reimbursements, increased competition from the big box and vision care chains, and fewer referrals from ophthalmologists are all threats to your livelihood. The good news is, Eye Care Leaders is uniquely positioned to help you establish optometry marketing best practices and implement impactful solutions.

Running a thriving ophthalmology practice is an increasingly difficult proposition. You face the challenge of declining reimbursements, dwindling patient prospects, and the difficulties of bringing cash-generating elective services into your practice. Fortunately, myCare Patient Acquisition and Retention has helped eye care practices nationwide design and execute proven-effective strategies.

Optimizing OPTOMETRY Opportunities

Digital Marketing

- Online reputation management
- Web design and hosting packages
- Search Engine Optimization (SEO)
- Social media supervision
- e-Brochures
- e-Videos
- e-Blasts

Internal & External Marketing

- Patient referral programs
- Professional referral programs
- Patient reactivation programs
- Patient education collateral
- In-office promotional posters
- Marketing-based stationery and business cards
- Collateral material
- Outdoor signage
- Public relations

Staff & Practice Rep Training

- Customer service excellence programs
- Custom practice representative training programs
- Dedicated ECL consultant
- Marketing strategy workshops



For more information on myCare Patient Acquisition and Retention, call Eye Care Leaders at (855) 685-3292 or visit eyecareleaders.com.



Our Vision: Your Success.