



myCare

Patient  
Reactivation

EYE CARE  
LEADERS



It is **6 times more expensive** to **acquire** a new patient than to **reactivate** an old one.

**Help your team find the right patients for your practice and bring them back into your office. Your patients will continue to receive great care, and you keep a full schedule.**

You've worked hard to build helpful and trusting relationships with your patients. Yet many go inactive due to the time between appointments, forgetting, or simply foregoing a doctor visit for their condition.

Before you invest in attracting new patients, maximize your return on investment by reactivating your lost patients.

**myCare Patient Reactivation** helps you save time and money, and your patients receive great care.

**Staff are overloaded and don't have time to reach out to your established, valuable patients, posing a key question:**

How do you re-engage with your valued patients that have not returned for follow-up care? Not only are they receiving poor quality care, it reduces your revenues, decreases patient satisfaction, and can destroy your MACRA compliance.

# 3 DIFFERENT WAYS to reactivate your patients

“Reactivating just 43 patients a month can give you an ROI of **\$65,000** per year.”



## Power Call

A trained team of ECL eye care professionals will handle your reactivation calls while saving your staff time and motivating your patients to return



Zero Up-Front Investment. No up-front charges and a minimal monthly charge which will get credited to your patient reactivation balance.



Unlike generic call centers, our call team only works in eye care, ensuring your patients receive custom, knowledgeable interactions.



## Data Manager

Our advanced practice data technology will integrate with your PM software to mine patient information and create a call dashboard for your in-house staff



Professional call team to reach your patients instead of robocalls. Studies have shown that calls with real people are far more effective than robocalls.



Your call team manages the filters and gets instant results for their call lists, ensuring you get the right patient mix that you want to reactivate.



Using your own call team allows you to customize the phone script messaging to further build your brand with your patients.



## Complete Care

Combines the benefits of Power Call and Data Manager into one comprehensive solution to reactivate your lost patients



Offers full control of the reactivation process by using the Data Manager and Power Call feature.



The dual power of our Data Manager and Power Call solutions creates sustainable cost savings and revenue generation for your practice.



The dedicated ECL team will handle the entire reactivation process and create detailed reports on our progress, giving you confidence in your investment.

## DID YOU KNOW?

In 2012, one large payer system reactivated more than **50,000** lapsed patients & reclaimed more than **\$58 million** in revenue.



For more information on myCare Patient Reactivation, call Eye Care Leaders at (855) 685-3292 or visit [eyecareleaders.com](http://eyecareleaders.com).

EYE CARE LEADERS

INTEGRITY

MDoffice

MedicWare

medflow

My Vision Express

io

Management PLUS

EyeDoc

KeyMedical Software

Our Vision: Your Success.