

PRACTICE MARKETING GUIDE

**A MARKETING AND BEST PRACTICES
GUIDE TO ADDRESS THE
COVID-19 IMPACT**

INTRODUCTION

This is a challenging, unprecedented time. Modifying marketing techniques, organizing and planning efforts, and executing it all can help a practice not only survive this time, but thrive going forward.

The marketing team has designed a plan, beginning with goal setting, that includes ways to increase revenue both now and throughout 2020, and connects members to messaging and best practices from other network members. Most links and references can be found in the [Practice Acceleration Resource Center](#), [Vendor Directory](#), and the [Marketing Toolkit](#) on Insight. All vendor content and specials are listed as of this guide's initial publication; throughout 2020, please confirm on Insight or with a vendor representative the most current vendor information.

GOAL SETTING

Determine and document the following ideas:

1. What you want to gain from marketing both short-term and long-term (new patients, patient retention, supplement revenue, increase urgent eye-care bookings, create opportunity through medical partnerships, increase of telehealth, etc.).
2. The ability and time current that staff (as well as you!) has available to support marketing efforts.

Order a [geospatial analysis](#) and follow up with a consultation.

Note: Information regarding consultation will be outlined in the results email.

Note: To create a formal outline of a marketing plan, contact: marketing@visionsource.com for support. Several templates are also available online by conducting a Google search.

TACTICS AND TOOLS

Ways to bring in revenue:

- **Implementation of telehealth:**
 - Use Vision Source® vendor **Eyecare Live®** or another program such as Doxy.me. We recommend using telehealth as an option to continue serving patients' needs.
 - Watch this five-minute video from **Dr. Brittany McMurren in EL Cajon, California: Click to watch video.**
 - Review **this webinar** that discusses the nuances of technology, how to get started, and billing and coding information.
- **Contact lens (CL) replenishment:**
 - Message patients to ensure they have at least a three-month supply and know how to order more contacts, if needed, from your office.
 - Offer direct shipping or curbside pickup. **Graphics** are available for use on social media platforms.
 - Use this communication to ensure booking an exam once you are seeing patients again. If your practice opens for CL exams, and your books are full, be willing to provide trials to accommodate the length of time it will take to get a patient in need on the schedule.
 - **Click here** to review **Dr. Andrea Knouff's** webinar regarding use of CLX.
 - Review **Dr. Laurie Sorrenson's** information on the **Member Ideas: Daily Digest** tile on the Practice Acceleration Resource Center regarding Lakeline Vision's efforts and success. **Click here** to view the email content. **Dr. Sorrenson's** statement: *I know the week we sent two emails, we did more than double the normal contact lens sales and saw very few contact lens exams to generate it. Be ready for lots of calls, emails, and texts if you do this!*

TACTICS AND TOOLS, CONT.

- **Blue-light protection:**

- With increased use of devices during self-isolation, now is the time to create awareness about blue-light protection and available solutions.
- Tip from **Dr. Don Matsumoto, Los Angeles, California:** Utilize Nassau and other vendor programs for bulk purchases of Plano lenses to create kids' eyewear; market to families and sell 'off the board' by keeping an active supply.
- Training by Transition^s® can be found on VS Learning. [Click here.](#)

Note: Users need to login first and gain access to VS Learning.

- **Pure&Clean™:** Hand sanitizer available for patients to purchase.

- **Dr. Don Matsumoto**, has implemented this concept. *In this time of hoarding, hand sanitizers and disinfecting wipes have disappeared. As a result, we are selling Pure&Clean. We are planning an email blast talking about the shortages and describing how Pure&Clean has recently been approved by the Environmental Protection Agency (EPA) as effective against the coronavirus. It is remarkably non-toxic to people. It does not even sting if you get it in your eyes. It is used to treat blepharitis. We have a small supply of eight-ounce hand sanitizer and one-quart surface spray for purchase. We ask people to call to order. Patients get a window of time to pick up their order and we hand it to them through the front door. We provide a community service and some cash flow.*

For information and details on Pure&Clean [click here](#) and watch for updated information in the News and Happenings section with regard to Environmental Protection Agency standards and product listings.

TACTICS AND TOOLS, CONT.

- **Sale of nutraceuticals:** Macuhealth, as noted in the Practice Acceleration Resource Center, under the [Vendor Relief for Members](#) tab, is offering direct shipping to patients.
- **The Gold Standard Connection** tab to solidify and/or begin medical outreach efforts. [Use the 5-Steps to Kickstart Medical Professional Outreach](#) document to get started.
- **Gift certificates** allow patients to support the practice at any time, increasing cash flow. [Click here](#) to download the gift certificate template.
- **Plans for 2020:**
Many members plan to give back to their communities. We realize there are now new opportunities. An easy way to give back is through the Essilor Vision Foundation's™ Changing Lives Through Lenses™ program. To sign up, [click here](#). To review more available resources for charitable efforts, [click here](#).
- **Vendors:** Visit the following vendors listed [Vendor Directory](#) to enhance customer service:
 - Nassau OOGP™, ABB Optical Group, and CLX
 - Weave, DemandForce®, SolutionReach™, Eyecare Prime®, My Social Practice, and Avelient.
 - Pure&Clean™
 - CooperVision® and Bausch + Lomb
 - Macuhealth

Note: Some vendors offer social media graphics in the Vendor Directory and in the COVID-19 section of the [Marketing Toolkit](#).

MESSAGING

Assign a team member to coordinate messaging content and execution for current patients, potential patients, patient care providers (PCPs), urgent care, and other medical providers.

- **Platforms:**

- **Website** Members can update office hours through [this portal](#). For general site changes, including special messaging, contact: support@avelient.com
- **Social Media**
- **Email**
- **Phone calls**
- **Texting** [Click here](#) to see how Place Eye Care in LeRoy, New York, is using the tools provided by Weave.
- **Online booking** One example would be use of [Smartbook](#), available to members participating in Essilor Experts™ and can be synchronized to Avelient's member websites. Contact your Essilor representative for details.
- **Print material** (postcards, door signs, and other marketing materials are viewable in the [Marketing Toolkit](#) and on the Practice Acceleration Resource Center through Insight.)

- **Tools:**

- Use the [Social Media Guide and Quick Reference Guide](#) for an outline of various platforms as well as a checklist and tips to successfully use this medium; scroll down the Social Media section of the Marketing Toolkit to view videos to assist with various platforms.
- More assets, including gift certificates, are available in the Covid-19 section of the [Marketing Toolkit](#).
- Messaging samples on the Practice Acceleration Resource Center.

MESSAGING, CONT.

- **Message types:**

- Changes to hours. (limiting and re-opening to regular hour and staffing).
- Available services and products (example curbside dispensing, urgent care alternative to Emergency Department etc.).

Note: Ensure all messaging is mindful of the uncertainty that patients and potential patients may be experiencing. [Click here](#) for some helpful tips on shifting tone in current marketing campaigns.

- Use content from vendors such as Bausch + Lomb or CooperVision® available in the [Marketing Toolkit](#).

Note: Keep track of all online vendor messaging and the Vendor Directory as things are fluid and continually being created. Marketing will share all marketing material as it is received.

Marketing both during and after a crisis situation is vital. Keeping communication open and ensuring patient needs are understood and met will ensure success throughout 2020. We have a wonderful example in our network. [Dr. Harry Landsaw, Homestead, Florida](#): Following Hurricane Irma, his practice focused on community service. They worked with charitable entities on a special voucher program to provide eyecare and products to those in need and unable to afford it themselves.