

Gaining a good understanding of your target group or marketplace is an important step to integrating Paragon CRT into your practice.

What type of individual makes a good candidate?

Profile of a CRT candidate

- Myopic
- Falls between the ages of 10 – 44
- Discretionary income is sufficient to pay for procedure
- Pursues an active, often athletic lifestyle
- Has worn glasses or contact lenses, particularly SOFT contact lenses, from an early age
- Demands quality, service and convenience
- Personal appearance is important

Your target group should now include the number of individuals between the ages of 10 and 44 with incomes in excess of \$35,000 (or \$25,000) whose careers or lifestyles may be limited by the use of glasses or contact lenses.

Once you have identified these “age and income” qualified prospects, decide the best way to utilize price, promotion, product and/or place to develop your marketing plan to reach your Paragon CRT patients.

If you can accurately describe your typical Paragon CRT customers, chances are there's a list of them available. A key component of successful direct marketing strategy is generating a profile of your target or "Ideal Customer", then selecting mailing lists or other media outlets that most closely fit this profile.

Mailing lists are usually rented for one-time-usage. If you want to do a second mailing, you must rent the list again. The names and addresses of people who respond to your original mailing, however, become your property and can be added to your own in-house list.

To find mailing lists for your area, refer to your local yellow pages. Look under: Mailing Lists and Mailing Services. Your local print shop may have sources as well.

When renting lists of similar prospects, there is likely to be duplication of names between lists. When ordering, ask your broker whether they can get you a net-net arrangement. In a net-net arrangement, you pay for each name only once, even if the name appears on two or more of the lists you are using.

For each list, you should look for the following elements:

List size: Avoid small lists because the opportunity to expand after a successful test is limited by the total number of names available.

Cost per thousand: Prices typically range from \$55 to \$95 per thousand names, with specialized lists going for \$100 to \$150 per thousand and more.

List description: Each data card contains a paragraph about the background of the list. Read the description to get a feel for the market represented by the list.

² Robert W. Bly "The complete idiot's guide to Direct Marketing" © 2002 – Mailing lists, Chapter 4.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, in this case Paragon CRT®, and also create credibility and build your practice's identity among patients, your community and/or peers.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, patients who are interested in being fitted with Paragon CRT lenses or requesting more information on Corneal Refractive Therapy, their friends, family and employees.

**Take
advantage
of your
patient
database**

Your first source for a mailing list is your patient database. Other sources include business reply cards, customer information sheets, business cards collected at trade shows or membership lists. If you are looking to expand your visibility, you might consider purchasing a mailing list from a company (see *Where to get mailing lists* in this section).

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter (at least quarterly) so that it's considered a consistent source of information. Your patients and employees will look forward to its arrival.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, patient brochures, market studies and reports.

While your main goal of distributing a newsletter might be to sell Paragon CRT and your professional service, the key to a successful newsletter is making it useful and educational to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events such as Paragon CRT patient seminars. You can also research articles or find "filler" articles by accessing the Internet. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your web site. So, when you're finished writing your newsletter, convert it to a web page and post it.

To highlight Paragon CRT you can use information from Paragon CRT patient brochures and the Paragon CRT website, www.paragoncrt.com. You can also highlight patient success stories from your practice, with the permission of the patient. In addition to information on Paragon CRT, the subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or other innovations in eye care.

You may also want to note business or economic trends, or make predictions for your patients. You can highlight any community activities, school programs etc. Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the practitioner or an editorial. You can also profile new or current employees, a manufacturer (i.e. Paragon Vision Sciences research with NASA) and products.

According to Bill Gates, 60% of the homes in the US are connected to the Internet. Email is emerging as the preferred communication of this decade. The majority of patients will read an email message from his or her doctor. Using email to develop and send newsletters, seminar invitations and recalls is an efficient and cost effective method of communicating with your patient base.

Paragon will help you get your message to your patient base. By developing an industry leading partnership with NETmail, Paragon and NETmail offer you a convenient way to market your practice and Paragon CRT.

The NETmail program is a simple 30-second, 3-step process that delivers personalized and timely emails to your patients. NETmail sends the message under your email address. The patient always knows that the message is from you. Thousands of emails have been sent with NO SPAM complaints.

Paragon has already developed a number of articles that are ready for your use. Please review these articles on the following pages. NETmail will modify/personalize these standard articles to your specifications.

Items to send via NETmail include:

- ◆ Personalized Patient “Thank You” after each visit
- ◆ Newsletters
- ◆ Patient Referral Appreciation Certificates
- ◆ Digital Images your Patients with Sunwear
- ◆ Announcements
- ◆ New technology available in the office (Paragon CRT)
- ◆ Promotions offered (holiday or seasonal)
- ◆ Include office hours and phone numbers

Send a message your patients look forward to and want to read. NETmail will do the work for you and present a consistent design for practice recognition (match web site colors, fonts, etc.). Your messages can also link back to your web site to help patients find additional information on Paragon CRT and other services you offer.

Each week more and more Paragon CRT practitioners continue to see the value of installing NETmail as a systematic approach to:

- Educate Patients
- Improve Patient Retention
- Increase Capture Rate
- Maximize Revenue Potential

Patient retention is critical to the financial success of every practice. Visibility with your patients between visits is essential for growth and additional profits!

Getting Started with NETmail

How does NETmail work?

NETmail runs on your existing computer with a supplied camera. NETmail has a *Staff Friendly Patient Flow*. It takes 30 Seconds, 3 Simple steps and 3-clicks to complete the process. To energize the NETmail success equation the following is asked: Patients name, Email address and Photo (optional).

How much time does this add to the patients visit?

30 seconds (really!) and 3 clicks of the mouse! Patient office visits average one visit every 1-2 years, well worth the 30 seconds needed for this relationship building tool.

How do I get started and how much does it cost me?

Contact NETmail at 570.281.9002 or email: sales@revenuestream.com. Your Paragon CRT certification makes you eligible for exclusive *PARAGON CRT Pricing*.



DR. MARIO GUTIERREZ, O.D., F.A.A.O
Therapeutic Optometry
www.vsalamo123heights.com



You're Invited!

Join Vision Source at Alamo Heights for an
Open House Seminar
featuring
Corneal Refractive Therapy
with Paragon CRT
Thursday, July 14, 2003
7 - 8 PM

Learn how Paragon CRT, a specially designed therapeutic lens,
reshapes your cornea while you sleep
giving you clear vision the whole day.

You simply wear the therapeutic lenses at night and take them out in the morning.
Safe. Non-surgical. Great for all ages.

RSVP by email to: Dr. Mario Gutierrez by July 9th.
Seating is limited.

Consider recall cards

AmazingMail™ is the Internet's quickest, most economical and convenient way to send business or personalized postcards directly from your computer to anyone in the world via US Mail. By combining state-of-the-art printing with the versatility of the internet, AmazingMail, Inc. prints and mails millions of postcards annually for both business and consumer use. The cards are colorful, durable and the program is easy to use. Other services such as graphic design and mailing lists are available from Amazing Mail as well.

Instructions

To receive the special Paragon CRT® price and choose from the current cards, you may contact Amazing Mail directly. The phone number is 1-866-239-4811.

