

Welcome to the Paragon CRT® Alumni/Referral “Friends and Family” Marketing Program, a guide to building your Corneal Refractive Therapy practice through effective internal marketing strategies targeted to increase “word-of-mouth” referrals from Paragon CRT alumni and your staff.

The key marketing processes defined in this manual have been implemented, tested and proven effective in practices of varying sizes and in various stages of growth around the country. Implementation of each marketing strategy is clearly defined and support materials included for ease of incorporation into the daily practice.

## **HOW TO USE THIS GUIDE**

The introduction of patient referral and alumni programs into the practice can significantly impact not only the growth of Paragon CRT fittings, but also the growth of all eye care services. This can be accomplished by developing a consistent marketing focus directed at reinforcing positive patient relationships which leads to increased referrals. Each of the five defined marketing programs is designed to be easily executed and cost effective for the practice. Whether you choose to implement the full plan, or just one of the marketing programs provided, the end result will be new business for your practice.

The guide outlines **Five Internal Marketing Programs**: A Patient Testimonial Program; a “Thank You For Your Referral” Program; an Alumni Communication Program; a Patient Advocate Program and an Employee Referral Program.

### **Paragon CRT Patient Testimonial Program**

The Patient Testimonial Program provides the marketing tactics and tools needed for current patients to share their Paragon CRT experience with prospective patients, building patient interest in this exciting treatment modality.

### **Paragon CRT “Thank You For Your Referral” Program**

The “Thank You For Your Referral” Program outlines basic marketing strategies designed to quickly respond to your strongest asset, patients who refer new patients to your practice, further bonding them to you as you reinforce their value.

### **Paragon CRT Alumni Communication Program**

The Alumni Communication Program concentrates on developing and implementing a strategic communication plan to accelerate the growth of Paragon CRT through consistent communication with successful Paragon CRT patients, capitalizing on both the adult and adolescent markets.

### **Paragon CRT Patient Advocate Program**

The Patient Advocate Program outlines a marketing strategy to capitalize on successful Paragon CRT patients who are willing to proactively share their experience and life changing stories with potential patients from your internal database.

### **Paragon CRT Employee Referral Program**

The Employee Referral Program establishes a recognition program to encourage and motivate staff to promote Paragon CRT to their circle of family and friends.