

## PARAGON CRT “THANK YOU FOR YOUR REFERRAL” PROGRAM

Generating, tracking and acknowledging the referrals of friends and family from happy Paragon CRT patients, is a priority-marketing goal for every practice. Word of mouth referrals are the strongest practice builder and the most cost effective form of marketing. Studies indicate one satisfied patient will refer an average of four new patients, exponentially growing your practice year over year. Developing and implementing a formalized “Thank You for Your Referral” practice-building program is time efficient once systems are implemented. Key to a successful program is the data gathering and tracking of how new patients heard about the practice.

Most computer systems are set up to track new patients on the scheduling intake screen, with a drop down box that lists referral and marketing options such as family, friend, patient, print ad, flier, vision plan, etc. If the computerized option is not available to you, a system for manually tracking how new patients found out about your practice is implemented as a section on your new patient intake form.

The “Thank Your for Your Referral” program can be an integral component of your overall growth strategy for developing Paragon CRT in your practice. The following marketing programs and sample materials are included in your plan to be implemented by your Paragon CRT Office Coordinator:

- “Friends and Family” Referral Cards
  - A special business card designed for satisfied patients to give to friends and family during the “Wow” phase of satisfaction
- “Thank you for Your Referral” Cards and Letters
  - Acknowledge each referral with a personal message
- Patient Appreciation Program
  - Acknowledge multiple referrals with a token of appreciation

### HOW TO APPROACH THE PATIENT

Satisfied alumni patients are your best referral source. There are several ways to “ask” a happy patient for referrals:

At the end of a successful fit, the doctor hands the patient several business cards and says:

*“Here are a few of my business cards in case you have any family or friends who are interested in Paragon CRT. I’d be happy to see them. Of course, keep one for yourself and don’t hesitate to call me if you have any questions.”*

Offer free candidacy screenings for Paragon CRT and print your offer on the back of all your business cards:

Sleep Your Way to Great Vision®!  
No Glasses...No Daytime Contacts...No Surgery

Are You A Candidate?  
“Call <Practice Name> today for your FREE Paragon CRT® Screening!

## "FRIENDS AND FAMILY" MARKETING MATERIALS

### "Thank You For Your Referral" Business Card

A second marketing tool for stimulating the growth of Paragon CRT in your practice is to order a specially designed business card with a message that focuses solely on the referral of new patients. This tactic is an inexpensive way to spread your marketing message.

Consider offering a complimentary "Paragon CRT" screening – a strong call-to-action that encourages potential patients to call and visit your practice to learn more about you without incurring a financial obligation as part of your message. Most practices find they convert a minimum of 75% of complimentary consultations to a new patient.

#### Sample Referral Business Card:

Side 1: Title: Sharing Our VISION with Family & Friends  
Copy Points: Practice/Doctor Information

Side 2:

Sleep Your Way to Great Vision®!  
No Glasses...No Daytime Contacts...No Surgery

Are you wondering if Paragon CRT® therapeutic lenses are right for you?  
Learn more by calling our office today to schedule your complimentary screening.  
<phone number here>

We sincerely appreciate all referrals to our practice!

Tracking referrals from satisfied patients can be accomplished by having the Paragon CRT Office Coordinator ask every screening and/or scheduled "fit" how they first heard about Paragon CRT. This insures referrals from previous patients are recognized with either a thank you letter, or personalized note from the doctor. Plan to send thank you letters and cards to your referring patients on a weekly basis. This ensures they will receive an acknowledgement on a timely basis, further bonding the patient to your practice.

### "Thank You for Your Referral" Sample Card

The "Thank You for Your Referral" Card is a preprinted card in the style of a formal thank you card.

#### Sample Thank You Card:

Front: Practice Logo & Branding Theme  
Inside: *Thank you very much for your kind referral to our office for Paragon CRT®. The greatest compliment we receive is when our patients communicate their trust in our care to their family and friends. We sincerely appreciate your confidence in our team.*

Personalize with Dr.'s signature.

**“Thank You for Your Kind Referral” Sample Letter**

The “Thank You for Your Kind Referral” Letter is printed on your practice stationery.

**Sample Thank You Letter:**

Dear Valued Patient or Patient’s Name,

**THANK YOU FOR SHARING OUR VISION**

Thank you very much for your kind referral of <Referred patient’s name goes here> to our office for Paragon CRT®. The greatest compliment our practice can receive is when our patients communicate their trust in our care to their family and friends.

We sincerely appreciate your confidence in our team of eye care professionals and we consider it an honor to assist those you refer to our practice with their eye care needs.

Sincerely,

Personalize with Dr.’s signature.

**Patient Appreciation**

Recognize patient loyalty with a small token of appreciation for their ongoing support of your practice. A gift is considered in order once a patient has referred three or more patients. Ideas include:

- a gift certificate to a local movie theatre
- a gift certificate to a local favorite restaurant
- a gift certificate for three months supply of lens care solutions
- a gift certificate for a significant savings offer on sunglasses in your optical department.

Vary each gift by quarter, especially to those who refer high numbers of patients to your office. The value of the gift should not exceed \$25\*\*\*.

**Sample Appreciation Note:**

Dear Valued Patient or Patient’s Name

**THANK YOU FOR SHARING OUR VISION**

Thank you very much for your kind referral of <Referred patient’s name goes here> to our office for Paragon CRT®. The greatest compliment our practice can receive is when our patients communicate their trust in our care to their family and friends.

Please accept this small gift as a token of our appreciation for the continued confidence you have placed in our practice. We consider it an honor to assist those you refer to us with their eye care needs.

Sincerely,

Personalize with Dr.’s signature

**\*\*\* Regulations regarding compensation of medical patients for referrals vary by state. We recommend contacting your state board to ensure compliance with your state’s regulations.**