

## PARAGON CRT ALUMNI COMMUNICATION PROGRAM

Establishing an ongoing communication program directed at Paragon CRT patient alumni offers the practice a marketing avenue that continues to cultivate new patient referrals from this target audience. Communication programs help retain patient loyalty, remind patients it's time for their next lens check or annual exam, clinical tips, promotion of special offerings throughout the year and offer your practice the opportunity to share success stories,

Develop a *Marketing Calendar* to plan an annual calendar of events that will incorporate the following marketing programs:

- Alumni Newsletter
  - Position your practice as the expert by sharing your vision twice a year
- Email Communication
  - Share success stories and remind patients of their next exams via permission-based email
- Anniversary Reminder Card
  - Recall patients for the annual exam with an attractive anniversary card
- Patient Appreciation Program
  - Offer a back-up pair of lenses or solutions at a “special price”

The most cost effective form of execution is to use email application on your Internet system to communicate with your alumni. Use of email to communicate with your Paragon CRT alumni does require gathering email addresses and the permission of your patient. The easiest way to gather patient email information is

to have a line on your patient intake form for email address. If the patient gives you their address and signs the intake form, you can then place their name and address in your email database. If they leave the line blank, have the staff ask the patient during their work-up if they would like you to remind them of their return visits and receive information from the practice via email.

### **Alumni Newsletter**

Share patient stories, clinical advice, and continue to educate alumni on Paragon CRT, positioning your practice as expert. The Marketing experts at Paragon Vision Sciences recommend two cost effective newsletter options for communicating with your alumni database:

- Netmail
- Constant Contact

Paragon CRT practitioners around the country have successfully tested the NETmail and Constant Contact programs. These programs allow your practice to develop and send a custom personalized newsletter in a timely email to your patient database saving valuable marketing dollars over traditional direct mail. Both companies will manage your database list, and fees are based on the number of subscribers (patients).

Their systematic approach sends the message under your email address so your patient always knows the message is directly from your office. Information on the Netmail program can be located in your practice management binder *Connecting Revenue and Treatment with Paragon CRT* or you can contact NETmail at: 570-281-9002 or email: sales@revenuestream.com. Information on Constant Contact can be accessed at [www.constantcontact.com](http://www.constantcontact.com).

### **Alumni Email Communication**

Email communication programs can be used to remind your alumni of their next follow-up exam, their annual exam, share success stories, announce upcoming seminars, share promotional offerings and even send thank you notes for referrals. Your Paragon CRT Office Coordinator can handle developing and sending these types of messages to your alumni database, or you can use the services provided by the companies discussed under Alumni Newsletters.

A word of caution: Be sure your email messages are short, well written and provide timely information. Avoid the tendency to over communicate and your patients will appreciate and share your message.

### **Alumni Anniversary Card**

Send a “Happy One Year Anniversary! Who Would Have Thought that Freedom from Wearing Daytime Contacts and Glasses Would Be This Great!” card, or email message, as a reminder it’s time for an annual exam. Enclose a savings certificate inside the card to celebrate good vision. The savings could be on the annual exam, their next set of lenses and solutions or on designer sunglasses.

### **Alumni Appreciation**

As your database of Paragon CRT alumni grows, consider offering “specials” to this group of patients throughout the year to maintain patient satisfaction, trigger a visit to your practice and/or remind them “referrals are always appreciated”.

- a “buy one get one free” saving certificate on lens solutions
- a back-up pair of lenses/lens solution pack at a special price
- a gift certificate for a significant savings offer on designer sunglasses