

## EMPLOYEE REFERRAL PROGRAM

An Employee Referral Program is an excellent marketing tool for expanding your Paragon CRT patient base through the best possible representatives of your practice – your staff. Develop a staff recognition and appreciation program that instills pride in your employees and your practice by recognizing staff members for their contributions to growth.

The marketing components needed to successfully implement an Employee Referral Program consist of the following:

- Paragon CRT Recognition Certificate
  - Acknowledge staff members for representing the practice outside of the office
- Staff Appreciation Letter
  - Recognize staff loyalty and contribution to the growth of your practice

### Paragon CRT Pride Recognition Program

Create excitement by introducing a “<Practice Name> Pride Recognition” Program based on new patient referrals for Paragon CRT. Consider a stepped program where each new referral generates a larger award. Announce the recipients and the award level at weekly or monthly staff meetings.

### Sample Paragon CRT Pride Recognition Program:

1 Referral	Recognition Certificate	
2 Referral	Lunch on the Practice	(Value \$5 to \$10)
3 Referral	Movie Certificates for Two	(Value \$15)
4 Referral	Dinner Certificate for Two	(Value \$25)
5 Referral	American Express Gift Certificate	(Value \$25)
6 Referral	Movie Certificates for Two	(Value \$15)
7 Referral	American Express Gift Certificate	(Value \$25)
8 Referral	Movie Certificates for Family of Four	(Value \$30)
9 Referral	American Express Gift Certificate	(Value \$50)
10 Referral	½ Day Off With Pay	

### Staff Appreciation Letter

A simple thank you for the efforts put forth by staff member instills professional pride and motivates an employee to put forth even greater effort. Human nature craves acknowledgement for a job well done. Recognize the efforts of your staff by crafting a personal message thanking them for their outstanding contribution to patient care and the growth of your practice. The doctor presents the original to the employee, and a copy placed in the employee’s personnel file.

## MOVING FORWARD

The consistent implementation of marketing strategies directed at increasing new patient referrals from satisfied patients is your key to success. The marketing programs outlined in this manual, coupled with a strong internal patient education program will accelerate demand for Paragon CRT, as well as other services your

practice has to offer. Continuous practice growth is the foundation required to meet financial objectives and maintain a profitable practice.

Paragon Vision Sciences offers all practitioners and their staff ongoing clinical and practice management support through the Paragon Telephone Consultation Service. Experts are available to answer your questions from 8:30am to 8pm EST, Monday through Friday.

**Paragon CRT Telephone Consultation experts  
can be reached at: 1-800-528-8279.**

Free on-line web seminars are also available from Paragon. Visit the Eye Care Professional section of [www.paragoncrt.com](http://www.paragoncrt.com) for a monthly schedule.

Finally, take advantage of the wide variety of marketing and practice management programs offered to support your practice. The Paragon CRT "***Connecting Revenue with Treatment with Paragon CRT***" Practice Management and Marketing Manual is an excellent source for marketing tools and programs to support the ongoing development and growth of Paragon CRT in your practice.

Be sure to read Paragon's monthly e-newsletter, "The Return Zone" to learn more about ongoing practice management training courses, new marketing programs and services offered through the Paragon CRT Marketing department, and tips on developing and growing Corneal Refractive Therapy in your practice!

If you are not receiving "The Return Zone", or have recently changed your email address, update your profile at [www.paragoncrt.com](http://www.paragoncrt.com) in the Eye Care Professional section or contact Paragon Customer Service.