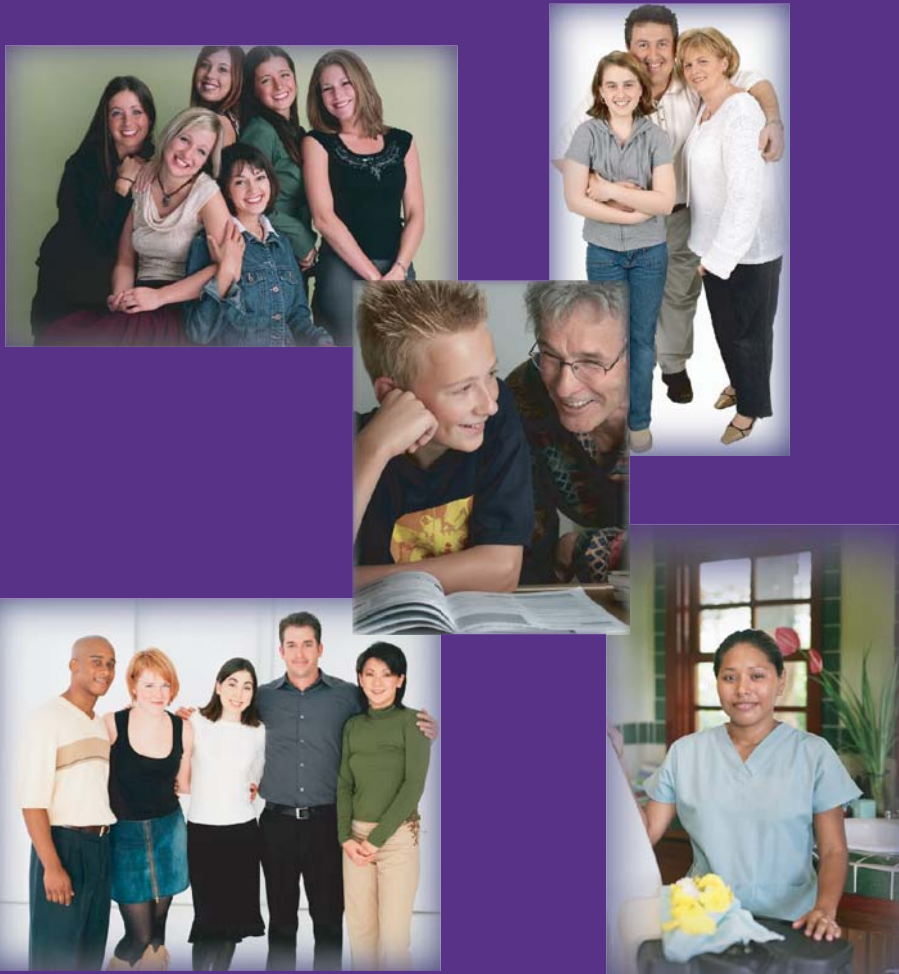


Paragon CRT® Alumni/Referral "Friends and Family" Marketing Program

A Guide to Building Your Corneal Refractive Therapy Practice
Through Internal Marketing



800-528-8279 www.paragoncrt.com

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.

PARAGON CRT PATIENT TESTIMONIAL PROGRAM

Patient testimonials are a powerful marketing tool. This simple, cost-effective tactic offers the opportunity for patients considering Paragon CRT to become more comfortable with the treatment option by learning from the experience of other patients. In Marketing, this is referred to as a “third party endorsement”.

Patient testimonials are a practice builder and can be used to promote both clinical expertise and services, as an integral component of your overall internal marketing strategy. Testimonials are to be placed in the following areas of the practice:

- Message on Hold
 - A short, upbeat statement will draw attention to Paragon CRT.
- Patient Testimonial Book
 - Fill the pages of a binder with patient stories, thank you cards and other practice memorabilia and place in your reception area to generate patient interest.
- Practice Website
 - Place a link on your homepage that offers patients the opportunity to read what satisfied patients have to say about Paragon CRT.
- Testimonial Fliers
 - Hand patients a copy of your favorite testimonials to generate discussion.
- Wall of Fame
 - Frame patient testimonials along with patient photos and display on the walls of your office, opening the door for patient discussion.

HOW TO APPROACH THE PATIENT

Using patient testimonials in any of the key areas described above requires the following steps:

1. Making the Request
2. Gathering the Story
3. Receiving Patient Permission on Story Use

Making the Request

Your first step is to determine into which internal marketing options you plan to incorporate patient testimonials. Once determined, each option is discussed during the patient request to participate ensuring the patient understands what they are agreeing to.

Approach patients who are enthusiastic about the change Paragon CRT has made in their lives at their month one appointment, or when their daytime vision has stabilized. At this point patients are typically in the “WOW” phase of excitement. Simply ask them if they would be willing to share their experience with others, and detail how you plan to share their story.

For example, the doctor might say:

“Mrs. Smith, I am very pleased with how well Paragon CRT is working for you. We are developing an area on our practice website for patient success stories. I was wondering if you’d be willing to share your experience with other patients who are interested in CRT? Great! I’ll have (staff members name) give you a simple form to complete – it will only take a few minutes of your time and I really appreciate it.”

Gathering the Story

Your second step is to make it easy for your patient to share their story. A sample patient testimonial “What Our Patients Are Saying About Paragon CRT” form has been included at the end of this manual to assist you in getting started. If the patient is pressed for time, give them a practice envelope (preferably with postage attached) and ask them to return the form to your office at their convenience.

Receiving Patient Permission on Story Use

Finally, the Patient Testimonial “What Our Patients Are Saying About Paragon CRT” Form includes a short statement requesting formal permission for use of their statements in the promotion of Paragon CRT in your practice, and a line for signature. Place the signature form in the patient’s chart.

If the patient returns the form to your office unsigned, a phone call to the patient is a good idea to make sure they are still comfortable with sharing their story with others. At this point, if verbal permission is again given, document the date and result of the call in the patients chart.

PATIENT TESTIMONIAL MARKETING MATERIALS

On-Hold Messages

Include a favorite statement from one of your Paragon CRT patients as part of the patient education component of your Paragon CRT promotional copy on your on-hold message system.

Patient Testimonial Book

Create an in-office Patient Testimonial book for all patients to enjoy while waiting to be called for their appointment. Your coffee table book does not have to be expensive, but it should be neatly organized. Purchase a nice, 3-ring binder (and plenty of insert sheets) that allows you to insert your own title page in a color that complement your logo, or your décor. Create your own front cover, or use the sample enclosed at the end of this manual. As you receive the “What Our Patients Are Saying About Paragon CRT” forms, simply add the statements to the binder. Your first stories can be from those who participated in the Paragon CRT “Fit a Staff Member” Program.

If a patient has expressed interest in Paragon CRT lenses during scheduling, or at check-in, the receptionist should direct the patient's attention to your testimonial book.

"While you are waiting, Mr. Smith, you might enjoy reading about what some of our patients say about their experience with Paragon CRT. You'll find them in the binder on the coffee table."

Website Opportunity

Consider creating a special "What Our Patients Are Saying About Paragon CRT" area on the homepage of your website for patient testimonials with a link to www.paragoncrt.com or refer to you *Connecting Revenue and Treatment with Paragon CRT* binder for information about the Patient Information Center available for your website.

Testimonial Fliers

Another use for the completed "What Our Patients Are Saying About Paragon CRT" form is to use as a flier and hand copies of one or two of your favorite testimonials to patients who inquire about the benefits of Paragon CRT while in your office. You can also include the flier in your patient education materials, and/or hand the fliers out at seminars and health fairs.

Wall of Fame

Frame your favorite "What Our Patients Are Saying About Paragon CRT" messages, and hang them on the walls in your office – especially in those areas where patients spend the most time – waiting rooms, exam lanes, and dilating areas. Have teens and kids sign their fliers and place their ages under their name to generate interest from this patient target group.

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.**

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.

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

PARAGON CRT PATIENT ADVOCATE PROGRAM

Many patients enjoy telling their personal success stories to others. Capitalize on these patients by asking them to participate in a Patient Advocate Program for Paragon CRT. Patient advocates can be used as a resource for patient testimonials at seminars, answer questions via email, write articles for your patient newsletter and on occasion, by speaking with a patient considering Paragon CRT over the telephone. Adolescent patient advocates and their parents can be especially helpful to practices by addressing the concerns of other teens and their parents.

Your first step is to determine the marketing programs that will utilize the Patient Advocate Program. Then begin to speak to alumni patients who are outgoing and enthusiastic about Paragon CRT. These are the type of patients you have easily developed a friendly relationship with during their treatment. You may want to approach these patients during the “Wow” phase and ask them if they would enjoy sharing their experiences with other patients considering Paragon CRT. Be sure to be clear about their participation options.

You can also gather potential patient advocates from the most interesting stories your adult, teen and child patients submit on the Paragon CRT “What Our Patients Are Saying About Paragon CRT” form. Create and maintain a list of these patients for future contact.

Email Resource

Use your Patient Advocate Program to assist the practice with articles for patient newsletters, to create a testimonial corner on your web page and to offer as contacts to answer questions from other patients. Teens especially enjoy talking to other teens about their experience through an email link from your practice to the alumni patient. Consider rotating alumni stories and question resources on a quarterly basis.

Speakers Program

Patient education seminars on the benefits of Paragon CRT for your adult and adolescent patient databases is an ideal time to use your Patient Advocate

Program. Consider selecting an adolescent patient and his parent to speak at your seminar on the difference Paragon CRT therapeutic lenses have made in their lives – both from a visual perspective and a convenience perspective.

Patient Appreciation

Once the Patient Advocate has completed participation, a small gift is appropriate as a thank you for the ongoing support of your practice. Again, the value of the gift should not exceed \$25.

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 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 in the Eye Care Professional section or contact Paragon Customer Service.

SAMPLE COVER FOR PATIENT TESTIMONIAL BINDER



**No Glasses...
No Daytime Contacts...
No Surgery...
Just Great Vision!**

Read what our patients are saying
about Paragon CRT!

***Paragon CRT Changed the Way I See My
World.....OVERNIGHT!***

PRACTICE LOGO HERE

Sample Patient Testimonial Page

Read what our patients are saying
about Paragon CRT!



"I've been wearing Paragon CRT lenses for about 3 months and I love them! My eyes don't get dry and I can go swimming without worrying about my lenses coming out. I tell all of my friends about CRT."

S.A.

"Dr. Smith fit me with Paragon CRT lenses about a month ago. I was worried about sleeping in the lenses at first, but after the first night I could see great without my glasses and contacts. I didn't have any trouble sleeping either."

M.B.

"When I first heard about the Paragon CRT lenses I thought it was too good to be true. Now that I wear them I can't believe that anyone still wears glasses!"

T.S.

PLACE ON PRACTICE STATIONERY

TESTIMONIAL AUTHORIZATION FORM

I hereby give my permission to <practice name here> to use my written testimonial in all marketing materials and programs promoting Paragon CRT®.

Exceptions: _____

Signature _____

Print Name _____

Date _____

Paragon CRT Patient Testimonial (Please print clearly)

**PARAGON CRT® PRIDE RECOGNITION PROGRAM
SAMPLE RECOGNITION CERTIFICATE**

PRACTICE LOGO

**EMPLOYEE RECOGNITION AWARD
FOR
OUTSTANDING SERVICE**

Presented by the Doctor & Staff of <Practice Name Here>

Doctor's Signature

Date

