



Welcome to *Integrating Paragon CRT® Into Your Practice – BEST PRACTICE TIPS!* STAGE 2. STAGE 2 is designed to assist you and your staff with the seamless integration of patient selection, scheduling and internal marketing into your daily practice.

“Paragon’s practice management and marketing system includes an extensive selection of patient education information, staff training programs and a source library of promotional, advertising and public relations materials. Our practice is also linked to Paragon’s extensive consumer web site and has benefited from many new patient referrals.”

Bruce Bridgewater, OD

STAGE 2: SYSTEMS & PATIENT EDUCATION

STAGE 2 focuses on implementing internal practice management protocols and patient education processes.

- I. CRT PATIENT EDUCATION PROGRAMS
- II. CRT SCHEDULING PROTOCOL
- III. CRT LENS ORDERING PROTOCOL
- IV. CRT WEB SITE MARKETING
- V. CRT PATIENT EDUCATION SEMINAR PREPARATION

Activity Check List: STAGE 2

- Prepare Patient Education Packet to Distribute to Prospective Patients
- Placement of In-Office Patient Education Materials
- Establish Patient Scheduling Protocol
- Establish Paragon CRT Lens Ordering Protocol
- Place Paragon CRT Marketing Messages on Your Practice Web site
- Prepare for Patient Education Seminar

Paragon CRT PATIENT EDUCATION PROGRAMS



BEST PRACTICE TIP #1: SPREAD THE WORD!

Position your practice as the expert and rapidly increase interest by having your pre-tester hand out an informational Paragon CRT packet to all potential candidates.

Paragon CRT PATIENT EDUCATION PACKET

All potential candidates and interested patients are given the practice Paragon CRT patient education packet to answer key questions to accelerate interest and conversion to treatment. It is recommended that the Paragon CRT Patient Education packet contain the following materials:

- Paragon CRT Brochure: Adult or Adolescent Version
- Practice Fee & Payment Policy
- Frequently Asked Questions Fact Sheet

PLACEMENT OF PATIENT EDUCATION MATERIALS



BEST PRACTICE TIP #2: HOW TO GENERATE INTEREST

Successful practices have generated interest in Corneal Refractive Therapy by placing Paragon CRT marketing materials throughout their practices.

Display all patient education materials provided in your Paragon CRT Marketing Kit to initiate patient interest:

- ⇒ Paragon CRT Patient Education Brochures: Adult & Adolescent
- ⇒ Paragon CRT Patient Education Posters: Adult & Adolescent
Tip: Purchase Inexpensive Frames for Posters at Wal-Mart
- ⇒ Paragon CRT Patient Education Video/CD Patient Information
- ⇒ Paragon CRT Screensaver on computers in exam lanes

To maximize patient interest, place patient education brochures in reception, all exam lanes, contact lens and optical areas. Place one poster in the reception area and in at least one other high visibility location. Play the Patient Information video in reception areas.



BEST PRACTICE TIP #3: LET YOUR PATIENTS MARKET FOR YOU!

Give every candidate a patient education kit. The Paragon CRT Patient Information Video is an excellent tool for building awareness and interest in Paragon CRT. Give potential candidates a copy of the Paragon CRT Patient Information CD Rom to take home to share with their family and friends. Successful practices also offer free consultations.

GENERATING PATIENTS THROUGH INTERNAL PATIENT EDUCATION

Plan for a pro-active introduction to CRT that is incorporated into the daily flow in key areas of the practice:

Patient Processing:

Patient Scheduling
Patient Reception

Patient Examination:

Pre-Testing
Doctor Chair Time

Patient Processing



Patient Scheduling:

Staff introduction begins when a new or established patient calls the office for an appointment.

"I'd be happy to help you. Are you calling today to schedule an examination today for contact lenses, glasses, LASIK or Corneal Refractive Therapy?"

If patient expresses interest in LASIK and/or Corneal Refractive Therapy continue the conversation:

"We offer counseling for the LASIK procedure. If surgery is not for you, our practice also offers non-surgical vision correction, the Paragon CRT therapeutic contact lens. You simply wear this lens at night, remove them when you wake up and the result is clear, daytime vision without wearing glasses or contacts. Dr. X will be happy to discuss our latest vision correction options, including CRT, with you during your exam. Is morning or afternoon better for you?"

Patient Reception:

Staff at the time of patient check-in can introduce Corneal Refractive Therapy by handing the patient a brochure. The Paragon CRT patient education video may also be played in the reception area to increase awareness.

Pre-Testing:

Present patients with a lifestyle questionnaire or have staff members gather information on lifestyle related issues during pre-testing. Sample Lifestyle Questionnaires are included on CD Rom in your *Connecting Revenue and Treatment with Paragon CRT*[®] practice management and marketing manual.



BEST PRACTICE TIP #3: CAPITALIZE ON LASIK ADVERTISING!

Many of your myopic patients are interested in the advantages laser surgery can offer but have not taken the next steps due to either fear or financial considerations. Capitalize on this interest by having your pre-tester ask each potential CRT candidate during the testing phase, if they have considered LASIK surgery. Then proceed to let candidates know that there is now a new FDA approved non-surgical treatment option that is both effective and affordable and hand them information on Paragon CRT.

Doctor Chair Time:

Once the doctor has confirmed clinically the patient is a qualified candidate, Paragon CRT is presented as a recommended solution. Utilizing the information gathered from the Lifestyle Questionnaire to stress the personal benefits of Corneal Refractive Therapy.

- ▶ Never underestimate the power of the words *"I RECOMMEND"*! Once you have confirmed clinically the patient is a qualified candidate, present Paragon CRT as a recommended solution.

At this point, do not try to do everything in one visit. Set up a consultation time and instruct your patient to review the commonly asked questions on Paragon CRT web site, www.paragoncrt.com. Encourage your patient to document any questions or concerns they may have and bring them to their consultation.

PATIENT SCHEDULING PROTOCOL

“Committing a specific block of time in our weekly schedule for CRT consultations and follow-up visits maintained efficiency and helped everyone in my practice stay focused on telling our patients about the Corneal Refractive Therapy. We have found that scheduling one fit is more valuable than five exams on average.”

Nick Despotidis, OD, FAAO

Planning for the efficient handling of pre-appointed Paragon CRT fittings will help eliminate delays in your daily schedule. The time needed to educate and fit a Corneal Refractive Therapy patient is similar to that of LASIK patients. Be sure to confirm consultation appointments the day before to reduce no-shows. Establish all future appointments immediately after the initial consultation.

Initial Exam: 1 Hour

Follow-up Exams: 30 Minutes

Make it fun! Reward kids and teens with prizes or snacks at each visit!

PARAGON CRT LENS ORDERING PROTOCOL



BEST PRACTICE TIP #4: BE PREPARED!

The most successful practices expand their Paragon CRT Fitting Sets to ensure their ability to prescribe and dispense lenses to every candidate without delay. This also allows you to care for those patients who are not pre-appointed for Paragon CRT, but express a desire to move forward with treatment during their routine eye exam.

WEB SITE OPPORTUNITIES

Did you know today's consumer accesses the Internet for healthcare information more frequently than any other information source available? Web site and email communication provide today's practice with an affordable, interactive opportunity to provide practice information, patient education, on-line ordering, alumni testimonials and "monthly specials" to your patient base.

Paragon CRT WEB SITE MARKETING

Place the following announcement on the home page of your web site to introduce Paragon CRT to your patients:

**Nearsighted? Introducing Paragon CRT® Therapeutic Lenses!
An Exciting New Option in Eye Care!**

Perhaps you have read about Paragon CRT in *Newsweek*, *Family Circle* or *Self* magazines...or have seen Paragon CRT featured on *The View* with Barbara Walters! By correcting your Myopia, or nearsightedness, overnight with Paragon CRT Therapeutic lenses, you or your child can experience freedom from glasses and contacts, all day, every day. To learn more about this exciting non-surgical option to correct your vision now available at our office, call today!

Augment your web site by taking advantage of the Paragon CRT *Patient Information Center* with educational information on CRT. Your patient never has to leave your web site to access valuable information.

- Use the Paragon CRT web site during consultation to demonstrate how Corneal Refractive Therapy works.
- Give CRT patients the ability to communicate with staff and doctors via email offering your practice the ability to answer basic questions efficiently without incurring additional chair time.
- Obtain interested candidates and prospective patients email addresses with their permission to send practice marketing updates.
- Place the testimonials, quotes, interesting stories and photos of successful Paragon CRT patients on your web site.
- Demonstrate you accessibility. Place practice web site information, telephone numbers, and your “after hours” telephone number in each Paragon CRT Patient Care kit.
- Establish a lost/broken lens “hotline” via email (or telephone) so patients can order replacement lenses 24 hours a day.

For a complete turnkey option for adding Paragon CRT to your web site, visit www.paragoncrt.net or call 308-398-1820. Rasmussen & Associates will tailor the consumer information found on the paragonCRT.com web site to your site without the competing information found in the “Find a doctor” database.

Paragon CRT PATIENT EDUCATION SEMINAR PREPARATION

Holding a patient education seminar is an excellent marketing strategy for exposing large groups of potential candidates within your practice to Corneal Refractive Therapy. Set a date for your seminar six weeks in advance and utilize the following weekly checklist:

How to Hold a Successful Patient Seminar: Planning Checklist

6 Weeks in Advance:

- Schedule Seminar Date & Staff
- Reserve Location and Audio Visual Equipment
- Schedule Paragon CRT Patient for Live Testimonial
- Place Announcement Flier in Your Office and Invite Every Patient –
Announcement flier are included on CD Rom in your *Connecting Revenue and Treatment with Paragon CRT® Manual!*

5 Weeks in Advance

- Prepare Seminar Announcement: Flier/Letter/Direct Mail Postcard
- Query Patient Database – **Invite Your Soft Lens Wearers!**
- Print Labels
- Order Direct Mail Pieces

4 Weeks in Advance:

- Order Patient Education Materials from
Paragon Customer Service 1.800.528.8279
- Review Paragon CRT PowerPoint Presentation –
Included on CD Rom in your *Connecting Revenue and Treatment with Paragon CRT Manual!*
- Hold Staff Meeting to Review Seminar Flow

3 Weeks in Advance:

- Mail Seminar Invitations
Begin handing out seminar fliers to scheduled patients
- Conduct Practice Seminar for Staff

2 Weeks in Advance:

- Order Refreshments
- Confirm Staff and Alumni Patient Participation
- Purchase Small “Thank You” Gift for Alumni Participant

1 Week in Advance:

- Prepare Information Packets
- Review with Staff their Role in the Seminar

2 Days Prior:

- Call to Confirm All Registrants

Day of Seminar:

- Review Seminar Schedule of Events with Staff and Alumni
- Prepare Name Tags for All Attendees
- Set Up and Test AV Equipment 2 Hours in Advance of Start

How to Hold a Successful Patient Seminar: Seminar Flow

Check-In: 5 MINUTES – Staff Member

- Greet Attendee – Hand Name Tag
- Sign In – Confirm Address/Phone Number/Email Address
- Present Seminar Packet and Offer Refreshments

Seminar Introduction: 3 MINUTES – Paragon CRT Office Coordinator

- Introduction of Doctors/Staff
- Purpose of Seminar

Seminar Presentation: 25 TO 30 MINUTES - Doctor

- What is Corneal Refractive Therapy?
- How Does It Work?
- Benefits to Patient
- Frequently Asked Questions
- Introduce Patient Testimonial

Questions & Answers: 15 MINUTES - Doctor and Testimonial Patient

Financial Information: 5 MINUTES - Paragon CRT Office Coordinator

- Fees
- Payment Policy

Appointment Scheduling: 5 MINUTES PER PARTICIPANT – Staff Member

- Schedule CRT Appointments within 7 days of seminar



BEST PRACTICE TIP #5: TELL CANDIDATES ABOUT YOUR SEMINAR!

Successful practices have found inviting scheduled patients, their families and friends, in the weeks prior to your scheduled seminar date increases attendance.

SEMINAR PROMOTION

Message on Hold:

“If you’re interested in learning more about Paragon CRT, ask about our upcoming free patient education seminar”.

Patient Reception:

Staff at time of patient check-in can introduce the seminar by handing every patient an invitation in flier format. Sample fliers that are easily customized with your practice information are available on CD Rom in your **Connecting Revenue and Treatment with Paragon CRT®** practice management and marketing manual.

“We’ve had so much interest in Corneal Refractive Therapy that Dr. X is hosting a patient education seminar. It’s going to be held on Day/Date/Time. If you are interested in attending, you can register before you leave our office today.”

Patient Pre-Testing:

Have your technician ask all myopic patients if they have ever heard of Paragon CRT lenses.

“You may be a candidate. Ask Dr. X if you can wear them”.

Patient Examination:

A personal invitation from the doctor is extended during the exam to potential candidates.

“Mrs. Smith, we’ve discussed several treatment options available to you today. You are a very good candidate for Corneal Refractive Therapy. I encourage you to attend our patient seminar on Day/Date/Time to learn more about Paragon CRT and the benefits this therapy can offer you. You will also have the opportunity to hear from several of my patients who are wearing the lenses.”

"Our most successful patient seminars have been attended by interested patients approached during their yearly comprehensive eye examinations. Conversation was initiated by our pre-tester and the doctors initiated the invitation to patients who were good CRT candidates."

Barry M. Tannen, OD, FAAO



CONGRATULATIONS! You and your team have just completed STAGE 2!

Look for more *BEST PRACTICE TIPS!* in STAGE 3 of *Integrating Paragon CRT Into Your Practice.*

IMPLEMENTATION TIMELINE for DIRECT MAIL: TWO WEEKS

Preparation:

- Assign Responsibility for Mailing

Week 1: Complete the following action items:

- Select the patient group you wish to target
- Determine the number of Direct Mail Pieces to be sent
- Order Direct Mail Pieces: Select One Option
 - Service Announcement Letter/Flier: X number printed on Letterhead/# of Envelopes
 - Patient Education Newsletter: Customized Artwork to Printer and Order X number of copies (# to be mailed)
 - Postcards: X Number of Postcards
- Print Patient Name & Address Labels or Download to Excel Spreadsheet
- Purchase Postage

Week 2: Complete the following action items:

- Apply Address Labels
- Apply Postage
- Stuff Envelopes (Service Announcement Letter)
- Deliver Mailing to Post Office



BEST PRACTICE TIP #6: HIRE A HIGH SCHOOL STUDENT TO HELP!
Is your staff too Busy? Consider hiring a local high school Work/Study student to help organize and complete your direct mail programs!