



Welcome to *Integrating Paragon CRT® Into Your Practice – BEST PRACTICE TIPS!* STAGE 3. STAGE 3 shares **THE BEST OF THE BEST PRACTICE TIPS** for managing patients and the next steps in marketing the Paragon CRT service to accelerate practice growth.

“When I started educating my patients on CRT®, I expected to add a very profitable line of revenue to my practice. Unexpectedly, I also attracted new patients to my general practice and even added to my refractive surgery patient base. And since Paragon CRT is only available through certified practitioners and the fitting process emphasizes the value of professional expertise, patient retention has followed.”

Stephen Cohen, O.D.

STAGE 3: PRACTICE MANAGEMENT & MARKETING

STAGE 3 offers strategies for practice management and proven marketing programs to generate new Paragon CRT patients. Resources available to you through your affiliation with Paragon CRT are supported by each of the *BEST PRACTICE TIPS*. Be sure to take advantage of Paragon’s ongoing clinical education and marketing programs!

I. PRACTICE MANAGEMENT: *BEST PRACTICE TIPS*

II. MARKETING: *BEST PRACTICE TIPS*

Activity Check List: STAGE 3

Implement Practice Management Tips

- How to “WOW” With Personalized Care in 5 Minutes or Less!
- How to Increase Revenue
- How to Spread the Word
- Implement a “Solution Delivery” Customer Service Program
- Promoting CRT to Parents: Parent Demonstration
- The “WOW” Factor: Generating Referrals
- Care & Handling: Reduce Chair Time
- Create Interest Using the Patient Lifestyle Questionnaire

Implement Marketing Tips

- How to Motivate Staff
- Using Recall to Generate Interest in CRT
- Using Billing Statements to Generate Interest
- Using Patient Testimonials to Generate Interest
- Using Direct Mail to Educate
- Increase Awareness by Running the Patient Information Video
- Take Digital Photos of Paragon CRT Patients

TIPS, TIPS & MORE TIPS!

Since the FDA approval of Corneal Refractive Therapy with Paragon CRT, eye care practitioners from all over the country have worked with Paragon Vision Sciences to participate in practice management and marketing programs designed to implement and grow their practices. STAGE 3 now shares their “*BEST PRACTICE TIPS*” in hopes you’ll enjoy the same level of success.

PRACTICE MANAGEMENT



BEST PRACTICE TIP #1: HOW TO “WOW” WITH PERSONALIZED CARE IN 5 MINTUES OR LESS!

Successful practices have found that personally calling every patient during their first week of wearing their Paragon CRT lenses, not only impresses the patient with your commitment to delivering excellent patient care, but goes a long way to obtaining secondary referrals.



BEST PRACTICE TIP #2: INCREASE REVENUE WITH 2 FITS PER WEEK

Fit just 2 patients per week to add 70K to 100K to your annual bottom line. Top Paragon CRT fitters across the country average 10 to 15 “Fits per Month” adding significant revenue to their practice. An added bonus: New Patient Referrals! How do they do it? These practices consistently implement the service offering, day in and day out, month after month.



BEST PRACTICE TIP #3: NON-CANDIDATES WILL SPREAD THE WORD!

Train your staff to offer Paragon CRT to everyone, even if they are not a candidate! Why?

- Patients appreciate being educated on the latest options.
- Communication positions you as the expert generating new referrals.
- Non-candidates will tell others with similar interest in vision correction about Paragon CRT.



BEST PRACTICE TIP #4: INITIATE A “SOLUTION DELIVERY” PROGRAM

Don’t leave the care and comfort of Paragon CRT lenses to chance. Consider offering your patients home delivery of their solutions on a quarterly basis for a fee that includes shipping & handling plus your cost for solutions. Use your database management system to capture patient delivery data and credit card information.



BEST PRACTICE TIP #5: PARENT DEMONSTRATION

A valuable demonstration tool for the “parents” of children and teens is to ask their child to view the 20/400 picture of a birthday cake. As the child struggles to see, parents are often shocked at how poorly their child sees without glasses. Presenting CRT at this point often leads to conversion. Offer the Paragon CRT option to all myopic children and teens.



BEST PRACTICE TIP #6: THE “WOW” FACTOR - ASK FOR REFERRALS!

Your patient is excited with their new vision! Build your practice by asking your patient to spread the word about Paragon CRT during the first week, or month. Thank each patient personally and inform him or her that many people are not aware of this exciting new non-surgical treatment option. Hand them several of your cards, or information packets. Then, ask your patient to have their referrals call your office for a personal candidacy screening with you...at no cost.

Be sure to follow-up every referral with a personal thank you note and reward with solutions, extra lens cases, etc.



BEST PRACTICE TIP #7: CARE AND HANDLING: REDUCE CHAIR TIME

Successful practices save valuable chair time by referring their patients to the Care and Handling video on the www.paragoncrt.com web site before reviewing Insertion and Removal Techniques. The video is located in “Patient Information” section of the *Consumer* page and also comes on CD Rom in Paragon CRT Patient Care kits. The video is broken down into three sections covering “Care and Handling of their Paragon CRT lenses” and “Insertion and Removal” techniques.



BEST PRACTICE TIP #8: CREATE INTEREST USING YOUR PATIENT LIFESTYLE QUESTIONNAIRE

Add questions about Paragon CRT to your patient lifestyle questionnaire giving you and your staff the opportunity to address the patient’s interest in living a life free of glasses and contacts.

MARKETING



BEST PRACTICE TIP #1: KEEP YOUR STAFF MOTIVATED!

Your staff is a great resource for marketing ideas! To reinforce your marketing plan, and keep new ideas flowing from your staff by printing and circulating the monthly edition of *The Return Zone*, then discuss ideas and implementation strategies at your weekly staff meetings.



BEST PRACTICE TIP #2: USE RECALL TO STIMULATE INTEREST!

Stimulate inquiries by incorporating a Paragon CRT message into your recall cards, letters and calls.



BEST PRACTICE TIP #3: BILLING STATEMENTS STIMULATE INTEREST!

Place this marketing message on your billing statements: “Nearsighted? You may be a candidate for an exciting non-surgical way to see clearly without wearing glasses or daytime contact lenses. Call our office today and ask us about Paragon CRT!”



BEST PRACTICE TIP #4: COLLECT & HIGHLIGHT PATIENT TESTIMONIALS!

Grow Your CRT Practice with patient testimonials: A “**What Our Patients Are Saying About Paragon CRT**”! patient testimonial book is a powerful marketing tool. This simple, cost-effective tactic offers the opportunity for patients considering corneal reshaping to become more comfortable with the treatment option by learning from the

experience from other patients. Place testimonials on your web site, use as a screensaver in your exam lane and hang framed testimonials in hallways. More ideas for creating a full internal marketing campaign centered around patient testimonials is available in the *Paragon CRT Alumni/Referral Guide*.



BEST PRACTICE TIP #5: INTRODUCE CRT THROUGH MAILINGS!

Commit to a quarterly communication plan! Position yourself as a leader in eye care. Educate your patients and watch the interest in Paragon CRT grow! Consider mailing to these select patient groups: Soft lens wearers; parents of all adolescent and teens; non-converted LASIK candidates! Look for sample announcement letters, flier and quarterly newsletters in the Paragon practice management newsletter, *The Return Zone*.



BEST PRACTICE TIP #6: INCREASE AWARENESS BY RUNNING THE PATIENT INFORMATION VIDEO

Play the “Paragon CRT Patient Information” video in your reception area, and in exam lanes with TV/VCR capability. Have staff members play the video for your patients while they are waiting for you to join them.



BEST PRACTICE TIP #7: TAKE DIGITAL PHOTOS OF YOUR PATIENTS!

Take digital pictures of your patients for use with your patient’s testimonial. Email the photo and testimonial to your patients to share with their family and friends to increase referrals.

MOVING FORWARD

CONGRATULATIONS! You have now completed the initial steps for building a successful Paragon CRT practice. As with each service your practice offers, consistent introduction through education and marketing to your patient database will increase both short and long term patient awareness and conversion.



BEST PRACTICE TIP #8: SUCCESS COMES FROM THE TOP DOWN!

Reinforce the importance of your implementation plan by emphasizing Paragon CRT in weekly staff meetings. Weekly meetings allow you to identify issues, review marketing strategies, and monitor presentation and conversion progress to ensure that offering the Paragon CRT treatment option is as seamless as offering all other services. Make it fun, post weekly results in the staff break area and be sure to celebrate success!



BEST PRACTICE TIP #9: FINAL WORDS OF WISDOM – WE ARE TO HELP!

Paragon Vision Sciences offers all practitioners and their staff ongoing clinical and practice management support through FREE web seminars, register on-line at www.paragoncrt.com in the ECP section. Experts are also available to answer your clinical questions from 8:30am to 8pm EST, Monday through Friday.

Paragon CRT Telephone Consultation experts can be reached at 1-800-528-8276.