

# Integrating Paragon CRT® Into Your Practice- BEST PRACTICE TIPS!



800-528-8279 [www.paragoncrt.com](http://www.paragoncrt.com)

Welcome to *Integrating Paragon CRT® Into Your Practice – BEST PRACTICE TIPS!* This comprehensive guide is designed to assist you and your staff with the first critical steps for integrating Paragon CRT into your daily practice.



This guide brings together the best ideas and strategies from Paragon CRT practitioners from all over the country who are watching their practices expand, their revenues increase, and their dependency on managed and vision care plans decrease. The practitioners who have shared their “*BEST PRACTICE TIPS!*” in this guide have found offering Paragon CRT to their patients has increased professional satisfaction, and added a significant source of revenue to their practices.

### Why Paragon CRT?

*“Corneal Refractive Therapy has now been part of my practice for over three years. The patients I’ve fit have ranged in age from 14 to 52 years of age, the gender mix is about 50/50 and the vocations of those fit vary as widely as is possible. Executives to teachers, lawn service employees to high school students, the mix is astounding. Virtually everyone in any vocation and lifestyle is a Paragon CRT candidate.*”

*Each and every Paragon CRT patient is similar to patients you and I and all the other optometrists and ophthalmologist care for across the country. This broad demographic profile for Paragon CRT patients lends itself to the conversion of spectacle wearers and contact lens wearers; it’s merely a matter of approaching patients in an educational fashion and making them aware of Paragon CRT as an alternative to correct their vision.”*

**Walt West, OD, FAAO**

### HOW TO GET STARTED

The introduction of a new therapeutic service into a practice, while exciting, is often challenging for both doctors and staff. This guide brings proven ideas for the quick and successful integration of Corneal Refractive Therapy into the daily routine of a busy practice. Implementation is broken into THREE STAGES.

### STAGE 1 – GETTING STARTED



#### **BEST PRACTICE TIP #1: LEARN FROM YOUR COLLEAGUES**

Take advantage of the extensive knowledge and ideas Paragon and your colleagues have to share. Login to the FREE monthly web seminar series hosted by Paragon. To register: log on to the Eye Care Practitioner section of [www.paragoncrt.com](http://www.paragoncrt.com).

*“I’ve attended several of Paragon’s “Ask the Experts” seminars and have acquired several tips from each session. The information I received has helped improve the speed and efficiency of fitting my patients with Paragon CRT.”*

**Ivan Lee, OD**

**STAGE 1: TRAINING & EDUCATION**

**STAGE 1** Focus on preparing a strong foundation for success.

- I. TRAINING YOUR STAFF
- II. DETERMINING FEES & PAYMENT OPTIONS
- III. ESTABLISHING FINANCIAL OBJECTIVES
- IV. DEFINING “FIT” AND “PRESENTATION” GOALS

**Activity Check List: STAGE 1**

- Date Assigned for Training: Allocate 60 Minutes
- Preparation: Document Reasons for Integrating Paragon CRT into Your Practice
- Preparation: Determine Fitting Fees and Payment Policy
- Preparation: Assign Staff Member to Present Paragon CRT Educational Material
- Preparation: Assign Staff Member to Prepare Training Handouts/Set up AV
- Preparation: Assign Staff Member to Prepare “Frequently Asked Questions” Handout
- Preparation: Assign Doctor to Prepare “Candidacy” Discussion/Handout
- Establish Revenue Goals
- Establish “Fit & Presentation” Goals



**TRAINING YOUR STAFF!**

In order to fully benefit from the implementation of this new service option, educating your staff on the basics of Paragon CRT is fundamental to optimize clinical results, promote patient awareness, and impact revenue.

**RECOMMENDED TRAINING AGENDA:**

- Paragon CRT Product Overview
  - ⇒ How Does It Work
  - ⇒ How Does It Benefit **Our** Patients
  - ⇒ Watch Paragon CRT Patient Information Video
  - ⇒ Review Patient Selection Guidelines:
    - Adult Candidates
    - Teenage & Child Candidates
  - ⇒ Review Fee & Payment Policies
  - ⇒ Review Patient Education Process
  - ⇒ Review Scheduling Requirements
  - ⇒ Review FAQ’s on Corneal Refractive Therapy

The following handouts are included in the In-Office Marketing Section of *Connecting Revenue & Treatment with Paragon CRT<sup>®</sup>* practice management and marketing manual.

- Basic Information for Patients
- Frequently Asked Questions & Answers
- Most Frequently Asked Consumer Questions

One of the best marketing tools a practice can have is a staff member wearing the lens. Paragon and your authorized laboratory offer a special program to provide Paragon CRT lenses for staff members free of charge. Contact your authorized laboratory for ordering information.



**BEST PRACTICE TIP #2: START FITTING TODAY!**

Every practice has patients that are open to trying new treatment options. You are most likely to succeed by using the following criteria for your first fits and selecting a patient who is frustrated with his choice of eye wear:

- Range of Myopia from – 1.00 to – 4.00
- Moderate Astigmatism under –1.00
- K Readings between 42.00 and 44.00

*“Mine your own patient database - who knows your own patients better than you? To get started, I spent 3 hours on a Saturday afternoon reviewing my patient charts for potential CRT candidates. I pulled thirty charts and personally made a phone call to each potential candidate to introduce them to Corneal Refractive Therapy and how I thought this new technology might be right for them!”*

**Jerry Legerton, OD**



**DETERMINING FEES & PAYMENT OPTIONS**

When establishing your fee policy, consideration should be given to the cost of doing business:

- Professional Services: Testing/Chair Time/Dispensing/Follow-up Visits
- Cost of Goods: Lenses/Spare Pair/Lens Care System
- Competitive Positioning: Service Availability in your Market/Competitor’s Fees

Satisfaction with your practice greatly increases when your patient fully understands the total cost of Paragon CRT up front. Combining all charges into one “Global Fee” covering a service period of one year is highly recommended, including a spare pair in the initial purchase fee. Document your Fee Policy in writing.

- ▶ **RECOMMENDATION:** For in-depth information on how to determine your fee, please review the “Finance/Pricing Considerations” section of *Connecting Revenue with Treatment with Paragon CRT<sup>®</sup>* practice management and marketing manual. Sample Patient Service Agreements are included.



**BEST PRACTICE TIP #3: MAKE IT EASY TO PAY FOR CRT!**

Consider offering interested patients a percentage savings off the price of CRT for pre-payment in full up front. A second option is to offer the CareCredit® interest free payment plan. More information on free enrollment through Paragon Vision Sciences is available in *Connecting Revenue & Treatment with Paragon CRT®* practice management and marketing manual. On average, 5% to 10 % of patients will take advantage of financing options.



**ESTABLISHING FINANCIAL OBJECTIVES**

*“With the (Paragon CRT) profit not being managed out by managed care, not planned out by vision plans and not divided by co-management relationships, I am encouraged by the added profitability that fee-for-service Paragon CRT provides my practice.”*

**Walt West, OD, FAAO**



Setting and sharing defined productivity and revenue goals with your staff helps to maintain focus, especially during the introduction of a new product or service. Follow the steps outlined in Exercise One and Two to establish your personal “Financial Objectives” and the monthly “Fit and Presentation” goals required to meet your annual sales objective.



**BEST PRACTICE TIP #5: CRT = IMPROVED PROFITS**

Revenue potential from Paragon CRT can have a significant impact on your bottom line. To better understand “profit potential” for your practice, complete Exercise #1 by filling in the numbers below.

**EXERCISE #1: PROJECT YOUR “PER PATIENT REVENUE & ANNUAL SALES GOAL”**

Step 1: YOUR PRACTICE: 1 New Patient Paragon CRT Prescription

Your Practice Fee =	\$	Global Fee
Your Cost of Goods =	\$	Include cost of spare pair
<hr/>		
GROSS PROFIT =	\$	Fee minus Cost of lenses



**DEFINING “FIT” AND “PRESENTATION GOALS**

Your next step is to determine “Fit and Presentation” Goals. Begin by setting reasonable, achievable volume goals that blend with daily operations. Include both the number of Paragon CRT presentations made to potential candidates, and the number of expected conversions to prescriptions. Review the following:

**INTRODUCTION PHASE: FIRST 13 WEEKS**

**FIT: 1 PRESCRIPTION per Month**  
**PRESENTATION: 40 PRESENTATIONS**

Establish Graduated Weekly Goals:

Weeks 1 to 4:	# of CRT Presentations = 40	# of CRT Prescriptions = 1
Weeks 5 to 8:	# of CRT Presentations = 40	# of CRT Prescriptions = 1
Weeks 9 to 12:	# of CRT Presentations = 40	# of CRT Prescriptions = 1
Weeks 13 to 16:	# of CRT Presentations = 40	# of CRT Prescriptions = 2
Weeks 17 to 20:	# of CRT Presentations = 40	# of CRT Prescriptions = 3
Weeks 21 to 24:	# of CRT Presentations = 40	# of CRT Prescriptions = 4

**GOAL = 12 CRT FITS PER MONTH**



**BEST PRACTICE TIP #6: SHARE THE KNOWLEDGE & THE WEALTH!!**

Keep your staff involved and motivated! Share weekly “Presentation” and “Prescription” results with all staff to review. Share your success with a small reward – treat everyone to lunch, movie tickets, or a box of candy! A simple acknowledgement of a job well done will help everyone remain enthusiastic and committed to your goals.

*“Our practice has an office pool. We allocate \$25 per CRT patient to the pool and our staff votes on how they want to spend their bonus. This method of reward fosters a team approach.”*

**Nick Despotidis, OD, FAAO**



**CONGRATULATIONS!** You and your team have just completed STAGE 1. Look for more *BEST PRACTICE TIPS!* in STAGE 2 of *Integrating Paragon CRT Into Your Practice.*



HANDOUT for Staff Training:

## **PARAGON CRT® Patient Selection Guideline**

Paragon CRT is a unique oxygen permeable contact lens design that temporarily corrects myopia with or without astigmatism by gently reshaping the cornea during sleep allowing patients to go through the day without wearing contacts or glasses.

### **CLINICAL**

The Paragon CRT lens is the first lens to be approved for its safety and efficacy by the FDA for the treatment of Myopia and with or without moderate Astigmatism:

Approval range:    Myopia:        Up to -6.00 Diopters  
                          Astigmatism: Up to -1.75 Diopters

Optimal vision can be reached in 7 to 14 days! There are no age restrictions and the treatment is reversible. For most patients their vision returns to its original state in as little as 72 hours.

### **BEST CANDIDATES**

Adult and adolescents who wear soft contact lenses and glasses.

Contact lens and glasses patients with complaints about their current correction option.

Inconvenience  
Interference with Outdoor or Sporting Activities  
Care & Handling Problems

Irritation from Allergies, Dust & Wind  
Scatched Lenses & Broken Glasses  
Lost & Torn Lenses

### **REFRACTIVE SURGERY CANDIDATES**

Paragon CRT offers a safe, non-surgical option for the many patients are interested in the benefits of refractive surgery to reduce their dependence on glasses and contact lenses, but do not proceed for the following reasons:

Fear of Surgery  
Fear of Poor Outcome  
Fear of Irreversibility

Too Young for Refractive Surgery  
Cost



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*<sup>®</sup> 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](http://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](http://www.paragoncrt.net) or call 308-398-1820. Rasmussen & Associates will tailor the consumer information found on the [paragonCRT.com](http://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!



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](http://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 a 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](http://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.**