

**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