
How to Hold a Successful Patient Seminar: Planning Check List

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