



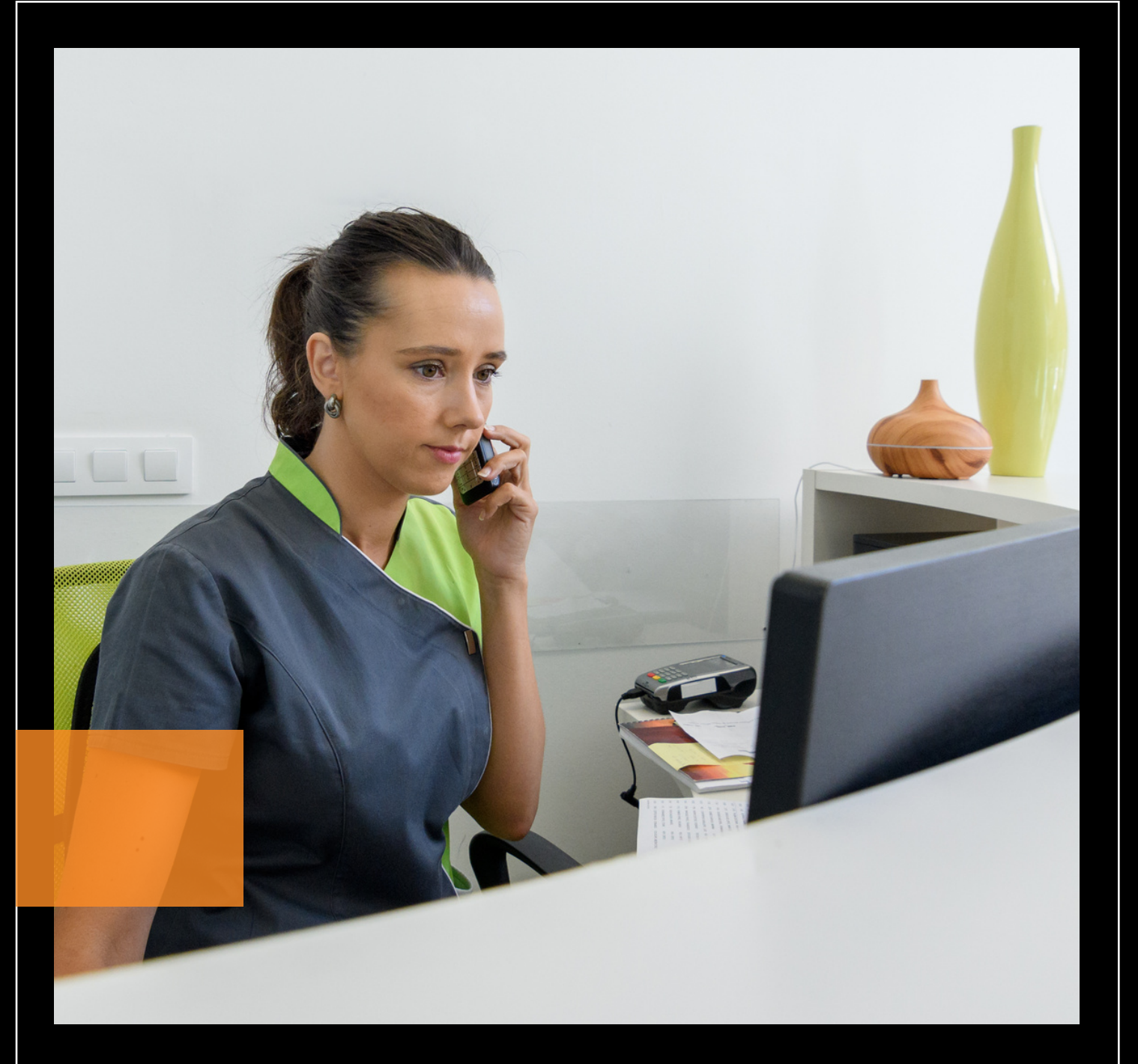
10 Patient Retention Tips

For Your Eyecare Practice

01

Implement Retention Scheduling.

Make it user-friendly: have a live person answering or an easy online experience. Use the Pre-appointment Method for routine care, too.





Innovate Appointment Confirmations.

Use the latest technology to confirm patient appointments the way **THEY** want to be contacted, and use that opportunity to educate your patients about your unique problem-solving specialties.

02

Educate Your Patients, Train Your Team.

Never stop educating your patients and training your staff team on the importance of annual eye exams, proper eye care, your (sub)specialties, and why you're the right choice for your patients!

03





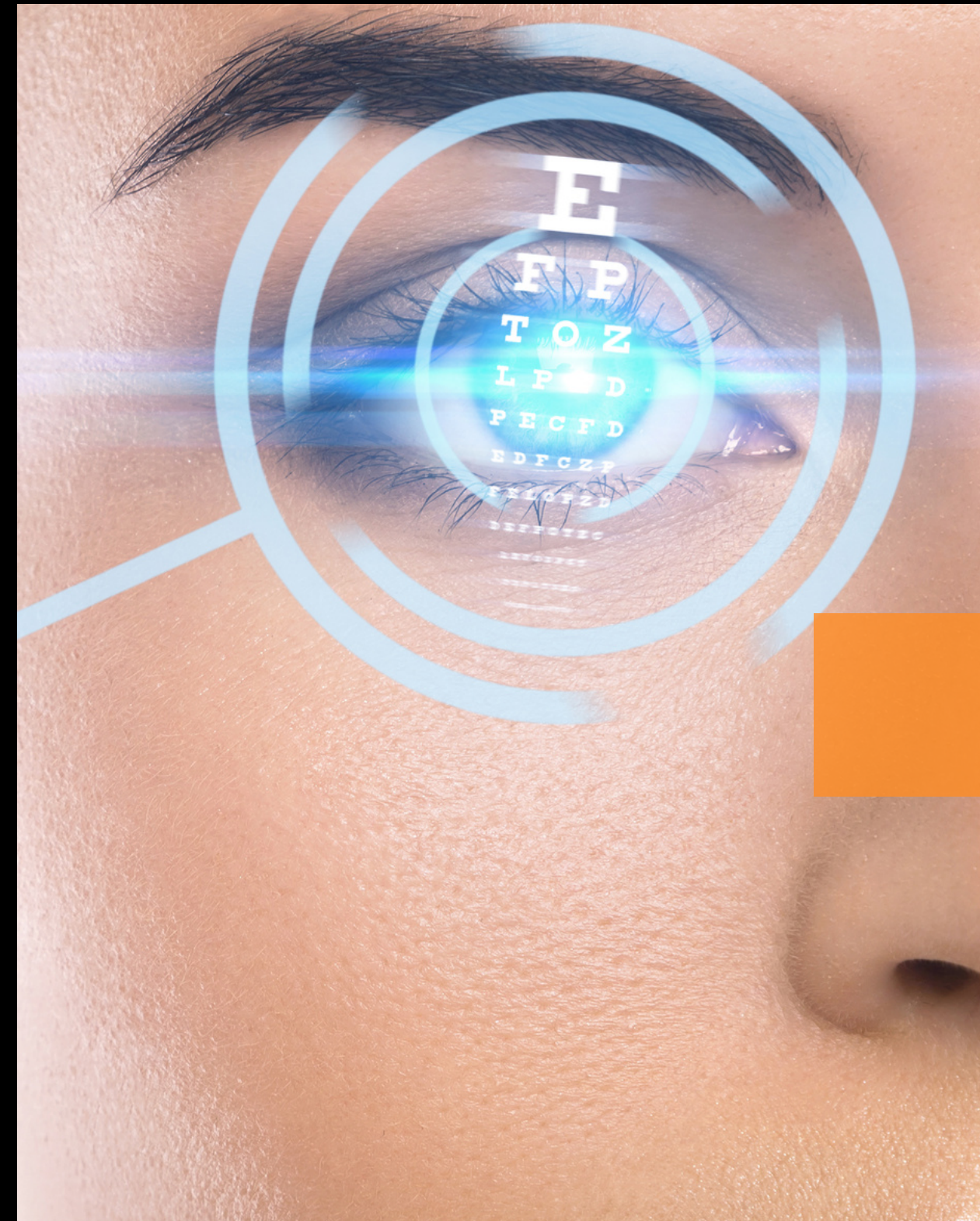
04

Review Your Online Presence.

Imagine you're a prospective ideal patient in a brand new town and you need a new eye exam... you type in the words "optometrist" or "eye doctor" + the name of your new town and know how important the position of the resulting websites are on the page, as well as the number of 4 and 5-star reviews the practices have... Now ask yourself these questions: how does your practice rate? How easy is your practice's site to navigate and understand what you do? Why you're special and worthy of calling for an eye exam or (sub)specialty appointment? How to schedule?

05 Let Patients Know Why You're Different.

From the latest technology to your (sub)specialties (and WHY they benefit them); from the certifications you provide your staff to your community involvement... Always Be Communicating (the “ABCs” of marketing!) why patients should schedule with you instead of your competitors up the street.



06

Be a Patient for a Day.

From start to finish, schedule an appointment, evaluate the ease of your location and the appearance of your practice, inside and out; sit in your waiting room, get pre-tested, and have your associate examine your eyes (or, if you're solo, at least sit in your patient examination chair); check out at the front desk; evaluate any follow-up communications. How did it go? Would your patients want to return for another exam next year?





Practice active listening and empathy, giving your patients your full attention; understand their eyecare issues, communicate the results of their eye exams, and always recommend the best solutions; respect their time; and, simply, show them that you care.

07

**Make Your
Patient Your
Focus.**



Be Social.

08

As a local business owner, your community will expect to see you on social media. Take this opportunity to show them your involvement in the area, how you're different, and why they should get to know, like, and trust you enough to become, and stay, your eyecare patients.



09



"When you market to everyone, you market to no one."

Make sure to identify your ideal patients for better patient retention.

DrSandiEveleth.com/idealpatient

10

Be on Brand.

Make sure how you present yourself online is reflected on how you and your staff care for your patients... they will notice!





Contact Me

Reach out here on LinkedIn
or via my website,
DrSandiEveleth.com. You can
sign up to receive more
marketing insights and start
attracting more ideal eyecare
patients.



DrSandiEveleth.com
