4/16/15

FROM 20 TO 50%
Pressing the Pedal on your Premium Conversions

Megan Mestas
COO & Director of Marketing
- Celebrating 10 years
- Marketing, Consulting and Staff Training
- National client base
- $100 million spent on DTC refractive marketing

Traveling in the right-hand lane?

FAST SLOW
Think there’s nothing you can do?

There’s nothing that needs to change in our practice.

Our counselors are perfect.

It’s just our market.

Think again.

Press the Pedal on Your Premium Conversions
Management 3-Point Check

- Set goals & conversion benchmarks
- Communicate
- Tracking & Reporting

Press the Pedal on Your Premium Conversions

TAKING A LOOK UNDER THE HOOD

- Wears bifocals & doesn’t mind readers
- Has grandchildren
- Likes to golf

Where are our touch points?
THE DRIVER IS EVERYTHING

Press the Pedal on Your Premium Conversions

Your Surgeon

Must make a firm recommendation based on each patient’s NEEDS AND WANTS before the patient gets to the counselor.

- Too many options makes the patient confused and not confident
- Patients don’t want to make their own medical decisions

IT’S TIME TO HELP STEER THE PATIENT

Press the Pedal on Your Premium Conversions
“SELLING” is the science of helping people get what they want.

- Luxury Travel 80%
- Healthcare 60%
- New Cars 41%
- Toys 25%
- Online $7 Billion/year

Seniors hold 70% of US’ disposable income

- Luxury Travel 80%
- Healthcare 60%
- New Cars 41%
- Toys 25%
- Online $7 Billion/year

Boomers see themselves as 10 years younger
Sell the **BENEFITS**
not the features

- **FEATURE** is what your product or service does
- **BENEFIT** is what your product or service does for your patient

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**THE BENEFIT**
is different for each patient.

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**SEE** A NEW JOURNEY

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MORE FREEDOM

Dos and Don'ts of Steering

• DO: Personalize it
• DON'T: Judge
• DO: Use photos & illustrations
• DON'T: Make it complicated
• DO: Make it easy to read
• DON'T: Push

It's Time To

Pimp My Ride
CREDIBILITY
is everything!
1. Branding
2. Patient Testimonials
3. Patient Referrals

Take the time to
EDUCATE
Before & During
Initial Exam

Patient Education
1. Seminars
2. Patient Brochures
3. In Office Posters
THE FINISH LINE
1. Set your goals
2. Understand the patient
3. Surgeon recommendation
4. Sell the benefits
5. Use tools to build credibility and educate

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