



JANUARY 2023

## What Are Your New Year's Resolutions?

### GOALS

- Gain new customers
- Increase capture rate
- Train new staff

It's official, a new year is here, which means it's time to set goals and make commitments to achieve them. This year the top three goals that are on a lot of ECP's minds are gaining new patients, getting customers to buy from their practice and quickly train new staff. Check out our tips for success this month.

## 5 Ways To Gain New Customers



- 1 Partner with local schools, organizations and primary care physicians
- 2 Obtain a mailing list and send out a postcard or flyer to those in your area
- 3 Sponsor or attend a local event
- 4 Give an incentive to current patients who recommend your practice
- 5 Boost your online presence through social media and paid ads

### TO DO

#### Hit The Easy Button In 2023!

Let ADO Practice Solutions DONE4YOU Marketing team do the heavy lifting. Get new patients in the door with this all-in-one service and dedicated team committed to unique, simplified, targeted & results-driven marketing.

Schedule a free marketing assessment today at  
[www.adopracticesolutions.com/done4you](http://www.adopracticesolutions.com/done4you)

## Coming Up

### Can't Miss Webinar

#### How Do Retail Trends Affect My Practice?

January 6th  
11:00 - 11:30 AM CST

#### Optimization Vs. Compensation and Those Pesky Measurements

January 27<sup>th</sup>  
11:00 - 11:30 AM CST

#### How To Create Profits In Your Practice Through Private Label

February 3<sup>rd</sup>  
11:00 - 11:30 AM CST

### Virtual ABO Prep

#### Part 1: All Knowledge Review Except Prism

January 25<sup>th</sup>  
12:30 - 3:30 PM CST

#### Part 2: The In's and out's of Understanding Prism

January 26<sup>th</sup>  
9:00 AM - 12:00 PM CST

### Dispensing Academy Kent, WA

Hands-on skill development courses to start you out on your optical career path.

January 31<sup>st</sup> - February 2<sup>nd</sup>

Register today for any course at [www.ecpadvantage.com](http://www.ecpadvantage.com).

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## Prescribe Eyewear During The Exam To Increase Your Capture Rate

Did you know, 73% of patients expect a recommendation on the best eyeglasses or contact lenses during an eye exam? Gain trust and meet your patient’s expectations in 2023 by prescribing from the exam room.

### Best Practices For Passing Authority From The Doctor To The Optician

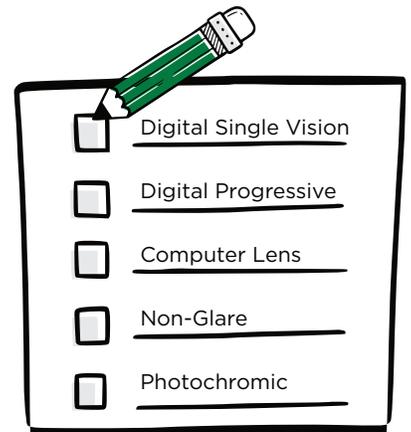
When these best practices are used, your patient will hear the same recommendations multiple times. If this process seems repetitive, remember that it genuinely makes patients feel comfortable and cared for.

-  **Doctor to Patient**  
Recommends eyewear based on visual and lifestyle needs.
-  **Doctor to Optician**  
Reinforce recommendation made in the exam room in front of the patient.
-  **Optician to Patient**  
Repeat and reinforce doctor’s recommendation while selecting the perfect frames.
-  **Optician to Checkout Staff**  
Repeat the patient’s order to reinforce they’ve made a good decision.

### Create Prescription Recommendation Cards

Make your verbal recommendations look official! Create a prescription recommendation card that the doctor can check off while prescribing the eyewear that fits your patient’s needs.

**Helpful Tip:** Sit down with your staff and the doctor to discuss all possible lens and add-on options and ensure your team can talk to patients about the benefits of each option.



## Staff Training Available from Walman Optical

Providing training and education for your staff doesn’t just give them the ability to do the job right, but also boosts morale by showing your dedication to their success. This year, utilize Walman Optical’s education site, ECP Advantage for training and education. Choose from live, on-demand and virtual courses to get started.



### Have A Staff Member Who Is Brand New To Optical?

Check out our most popular course series, Back to Basics! This 5 part series builds a solid foundation for new opticians to start off on their optical career path.



Visit [www.ecpadvantage.com](http://www.ecpadvantage.com) to select a course today!