



JANUARY 2024

Focus on The Patient Journey in 2024

Fostering a seamless and enriching patient journey isn't just about providing exceptional vision care; it's about creating an experience that prioritizes and elevates the standard of care you provide. This month we uncover some key areas in the journey to focus on, plus we invite you to join us for Walman University 2024 where you can learn how to create exceptional moments of care throughout the patient journey.

Build Your Website For Today's Patients

Integrating online intake forms and an eyewear catalog feature enhances a patients experience. Online intake forms reduce the administrative process during the visit allowing you to focus more on patient care. Additionally, enabling patients to browse eyeglasses and education materials online allow a patient to research and build confidence in the eyewear they will choose.



Hit The Easy Button In 2024!

Let ADO Practice Solutions DONE4YOU Marketing team do the heavy lifting updating your website. Schedule a free marketing assessment today at www.d4ymrkt.com

Prescribe Eyewear Solutions From The Doctor

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 by prescribing from the exam room.

Example Patient Flow



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.

Coming Up

Can't Miss Webinar

The Disney Effect: What Disney Knows that Every Practice Should Be Implementing to Ensure Repeat Patients

January 12th

11:00 - 11:30 AM CST

Shamir Driver Intelligence. The Dagnet Version

February 2nd

11:00 - 11:30 AM CST

Virtual Events

Virtual Dispensing Academy

February 7 - 8th

9:00 AM - 3:00 PM CST

Walman University 2024

Davenport, IA

February 24th

7:30 AM - 5:00 PM CST

Bloomington, MN

March 9th

7:30 AM - 5:00 PM CST

Walman U Business Excellence

Davenport, IA

February 23rd

8:00 AM - 5:00 PM CST

Bloomington, MN

March 8th

8:00 AM - 5:00 PM CST

Register for any courses above at www.ecpadvantage.com.

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CONTINUED ON PAGE 2

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Use Package Pricing For Simplification

Having too many options can be overwhelming to a patient. Presenting a patient with two or three pre-bundled options allows you to explain the total package, what is included and why it's recommended. Plus, package pricing allows your staff to become the experts in those products so they can talk confidently with patients.

Ready to create package pricing in your practice?

Use Walman Optical's pricing tool to help determine the right prices for the products you choose.

Available at www.walmanoptical.com/pricetool

Next, check out our resources for editable templates to get started.

Available at www.walmanoptical.com/package

Small Things to Make a Big Difference

- Add a coffee bar
- Have a guest WiFi
- Invite the patient to pick out frames while they wait.
- Educate the patient during an exam on what you are doing and why you are doing it.
- Deliver eyeglasses to a patient's home.

You're Invited: Walman University 2024 Tour

Create exceptional moments of care throughout the patient journey at Walman University 2024.

Courses:

- The Patient Journey Moment of Care - Personalizing the Journey (1 Credit)
- Lens Dynamics: Principles of Working and Focal Distance (1 Technical Credit)
- The Patient Journey Moment of Care - Customizing the Optical Treatment Plan (1 Credit)
- Prism Optics Reimagined (1 Technical Credit)
- The Patient Journey Moment of Care - Curating the Hand Off & Space to Ensure Perfect Vision (1 Credit)
- Pure Optics Jeopardy Reimagined (1 Technical Credit)

All courses are ABO, NCLE and CPO approved.

Speakers:



Bill Gerber



Phernell Walker
MBA, ABOM

Tour Dates:

Davenport, IA
February 24

Bloomington, MN
March 9

Seattle, WA
April 6

Lititz, PA
October 9

Wausau, WI
October 18

Nashville, TN
October 26

Learn more and register today at www.ecpadvantage.com

