



SEPTEMBER 2023

Three Steps To Patient Segmentation To Maximize Profits In Your Practice

In today's competitive landscape, understanding your patients is not just an advantage; it's a necessity. Patient segmentation enables you to categorize your diverse patient base into groups with shared characteristics empowering you to tailor your products, services, and marketing efforts to each segment's unique preferences and needs.

Start By Discovering Who Your Current Patients Are

Demographics

Age
Gender
Income
Education
Family Status
Occupation

Psychographics

Interests
Hobbies
Values
Attitudes
Lifestyle

Geographics

Neighborhood
City
Region
Country

Behavior

The how, what, where, when and why behind their purchases

For geographical information, check out Census Data at data.census.gov

Next Group Your Patients Into Similar Interests and Buying Behavior



Example 1: Demographic Segmentation

Tech-savvy parents who embrace technology to educate their children.

Characteristics:

Age Range: 30-38

Family Status: Toddlers or school-aged children

Values: Educational content and managing screen time



Example 2: Psychographic Segmentation

Outdoor fitness enthusiasts who is passionate about activities like trail running and cycling.

Characteristics:

Age Range: 25-40

Income: Higher disposable income

Behavior: Purchases high performance wear and top-tier safety gear

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Coming Up

Can't Miss Webinar

Introducing the Newest Shamir Lens, Driver Intelligence

September 8th

11:00 - 11:30 AM CST

Second Pair Sales: The Secret to Boosting the Bottom Line Without Increasing Overhead

September 22nd

11:00 - 11:30 AM CST

Virtual Events

Elevating the Patient Experience 4-Part Series

Starts September 8th

12:00 - 1:00 PM CST

Virtual Walman University

November 4

9:00 AM - 3:30 PM CST

Live Events

Walman University

Traverse City, MI

September 16

Walman U Business Excellence

Wausau, WI

October 13

Walman University

Wausau, WI

October 14

ECP 
ADVANTAGE
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Register today for any course at www.ecpadvantage.com.

Use What You Know To Tailor Your Products, Services and Marketing Efforts

Example 1: Demographic Segmentation

Products: Blue light protection, non-glare eyewear

Services: Myopia management

Marketing Efforts: Social ads discussing importance of protection and limited screen time.

Example 2: Psychographic Segmentation

Products: Polarized sunwear, Polycarbonate/Trivex lenses for added safety

Marketing Efforts: Social posts, postcards or phone calls when new sporty styles come in.

Need help marketing your practice?

Check out DONE4YOU Marketing from ADO Practice Solutions. An all-in-one service with a dedicated team committed to unique, simplified, targeted and results-driven marketing.

Schedule your marketing assessment today at www.adopracticesolutions.com/assessment

New LumiClear Coatings Are Now Available

Is your Practice Management System set up to send orders?

Make sure the following codes are in your system so you can upgrade your patients to the newest technology.

LumiClear[™]
NON-GLARE

LumiClear UV:
LMC

LumiClear Pro:
LMP

LumiClear Prevent:
LMB

LumiClear Fogless:
LMF

For full product details and FAQ's visit www.walmanoptical.com/lumiclear.



Attending Vision Expo West?

Stop by the Walman Optical booth # F11079 and talk to one of our highly trained team members who are here for all your practice needs.

Practice Management
Patient Care
Profitability
Optimize Managed Care
Entire Staff Training
Partnership



Kids Are Back In School, Are They Equipped for Success?

Make sure your younger patients are set up to succeed this year with the style and protection that Transitions Lenses offer. Take advantage of Walman Optical's Back to School promotion now through October 31st and receive complimentary Transitions Lenses when you order POWER Kids or EyeZen Kids lenses on ProLens.

For full promotion details,
visit www.walmanoptical.com/bts