



## Is Your Appointment Book Filled March Through May?

Your practice was likely shut down for some or all of March through May in 2020, which leads to no automatic recalls of patients. Don't wait until you see a decrease in your schedule, act today to ensure your schedule is filled. To learn more about this concern, see Review of Optometric Business for “**Managing Recall to Bring Back Patients Who Missed Appointments During Shut Down**” by Dr. Mark Wright.

## Tips to Keep Your Practice Schedule Full

### CURRENT PATIENTS

- ✓ **Target Inactive Patients**
  - Recall patients you haven't seen in 18+ months.
  - Recall patients via e-mail or text for quicker response time. Include online scheduling in your recall for easiest patient experience.
- ✓ **Promote Your Practice**
  - Remind your patients you are open and ready to see them.
  - Use multiple advertising platforms to reach your patients such as e-mail, social media and direct mail.
- ✓ **Engage Active Patients**
  - Show off new frame styles or lens technology through social media and e-mail blasts. Use video or pictures to increase engagement.
  - Have a call to action encouraging them to come to your practice for the latest eyewear.

### ATTRACT NEW PATIENTS

- ✓ **Focus On Your Target Market**
  - Advertise your practice's advantage over competitors.
- ✓ **Focus on Your Online Presence**
  - Patients are now researching practices before they even call to schedule an appointment, make sure your presence online is professional and inviting to new patients.
  - Make it easy for new patients by offering new patient forms and online scheduling directly on your website.
- ✓ **Connect Locally**
  - Pair up with other local businesses to boost recommendations and word-of-mouth marketing.
  - Sponsor local events to get your name out in the community.

## Not Sure Where To Start?

### Have It All Done For You!

Let the proactive team of marketing & business development experts at ADO Practice Solutions guide you on tactics to fill your books while taking on the planning and implementation for you!

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

### Join Us For More!

Register today for **Patient REFOCUS Filling Your Schedule March - May on Friday, February 26** to discuss getting more out of your current patients and attracting your ideal patients to fill your schedule and reach your revenue goals!

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