



Faive Kovalis OD, ECO

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# Will You Survive the Next 10 Years as an Optometrist?

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By: Faive Kovalis OD, ECO

KOVALIS  
EYEWEAR

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# The Reality

## □ Economy

- Current economic activity is predicted to be worst in 32 years
- Bail-Out! Bail-Out! Bail-Out!
- Consumers are pulling back on spending

## □ Competition

- Macy's, Sears, Target, Wal-Mart and others
- Lens Crafters, Pearl Vision and America's Best
- Health Care Clinics – Kaiser and Blue Cross
- Contact Lenses sold through internet
- Lasik getting better and cheaper every day – these are often our best customers

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# Statistics

- New Doctors entering the market
  - There are 17 schools of Optometry in the United States
  - If each college graduates just 100 new doctors we will have 1700 new doctors looking for a place to settle each year!

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## Statistics cont.

- ❑ Eye Doctors going to work in Drugstores, Department stores and other retail outlets
- ❑ Look for your next Eye Doctor at Grocery Stores and Drug Stores
- ❑ Where will you be in 10-20 years?

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# More Reality

- ❑ Prices for materials and labor are up
- ❑ Expenses are up
  - Rent
  - Utilities
  - Salaries
  
- Your net income and profit is flat or declining!

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# Are You Prepared to Compete?

- ❑ Can you offer better frames than your competitors?
  - No you can't, everybody uses the same supply sources
  
- ❑ Do you provide more accurate refraction?
  - No – your colleagues enjoyed the same education as you
  
- ❑ Can you offer a better price than Wal-Mart or Costco
  - No – you can't!

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Do you have a plan to:

- ❑ Keep your patients?
- ❑ Get new patients?

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## You probably do the basics – like:

- ❑ Reminder cards sent on time
- ❑ Follow-up calls to confirm appointments
- ❑ Friendly professional staff

**These are the minimum requirements!**

**You need to do more!**

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# Why do your old patients return to you?

- ❑ Because they remember you
- ❑ Because they trust you
- ❑ Because they had a good experience the last time they visited
- ❑ In reality – not all of them will remember you or come back!!



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## But more customers will return to you if:

- ❑ You have made yourself recognizable and memorable by keeping in contact with them
- ❑ Your name is a synonym for “Eye Doctor”
- ❑ You create a **“Brand Name”** for yourself

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## Examples of “Brand Names”

- Hamburger – triggers McDonalds™ 
- Buy Cheap – triggers **WAL★MART**®
- Expensive Watch – triggers  **ROLEX**®
- Eye Doctor – should trigger **Your Name**™

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# Let's create a “Brand Name” for You!

- ❑ Brand Name is another term for **Image**
- ❑ **Image** is the perception/picture a patient has about you
- ❑ You can be the quiet anonymous doctor who losses patients to chain stores or you can be the renowned Eye Doctor who patients tell all of their friends to see
- ❑ You keep your patients and grow through referrals
- ❑ The choice is yours

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## How do you create a “Brand Name” for yourself?

- You increase the number of times a patient encounters your **Name**
- You increase the number of times they see your **Image/Picture**

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# The best way to do this is with a planned messaging campaign

- ❑ Put your “**picture**” in front of your patients as frequently as possible
- ❑ Get your patients to:
  - Know you
  - Like you
  - Trust you
- ❑ Your Patients will associate your “**Brand Name**” with
  - Knowledge
  - Expertise
  - Skillfulness
  - Authority in the optical field

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# A planned messaging campaign is the most effective method!

- ❑ Educate and Inform your patients 4 - 6 times each year
- ❑ Send personal message 2-4 times each year
- ❑ Each exposure should express:
  - A professional message
  - A personal greeting
- ❑ As a result, your patients will have seen your **Image** 6-10 times between appointments

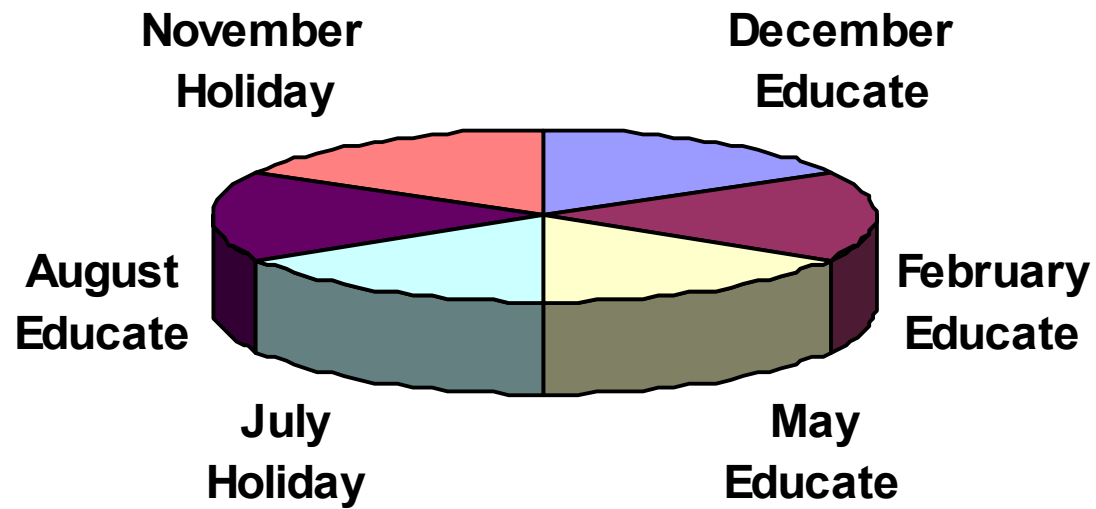
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# What your messages should contain:

- ❑ Possible titles for educational topics
  - Night Vision
  - Exposure to the sun and sun glasses
  - Child vision
  - Aging of the eyes
  - Health saving accounts at year-end
  
- ❑ Personal messages
  - Holiday greetings
  - Birthday and Anniversary greetings
  
- ❑ Your “Picture” should be on every card or letter!

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# Schedule of Contacts



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# The outcomes are:

- Your patients will feel they are in constant contact with you
- Your **Image** and **Name** will be planted firmly in their minds (subliminal persuasion)
- The educational messages will increase your professional image
- The personal message will have created a personal bond between you and your patient
- You can move your business but your patients will follow you
- New patients will visit your office because of referrals from other patients
- Because you are different than other doctors – patients will remember you
- Your business will grow!

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# What's the next step?

- ❑ You can do all the work yourself
  - Write the educational letters
  - Select and sign the holiday greetings
  - Buy the materials at your local office supply
  - Print, address and mail the pieces
  
- ❑ Or, you can have professionals do this for you

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# Let the professionals do the work!

- **Your Benefits**
  - You get professional results
  - You save time and money
  - You get more time to spend with your patients
  - You get assurance that it's done on time every time
- **Kovalis Eyewear has arranged to have a professional company handle the details!**

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# Type Etc. will handle your project!

## Here's what they will do!

- They will:
  - Design your personal presentation package
  - Create your information letters
  - Create your customized holiday greetings
  - Print letters and envelopes for your existing patients
  - Find the names and addresses of future prospects based on your demographics
  - Mail your letters and holiday greetings
  
- All you have to do is provide your picture and your patient list with mailing addresses

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# How much does this cost?

- About \$3.00 to \$4.00 per patient per year for = 6\* mailings to current patients
  - Price based on the number of patients
  - Includes postage
- Other programs available to grow your business
  - New mover lists
  - Marketing for new accounts
- Contact
  - Ron Hunter**
  - Type Etc.**
  - 303-757-7878**
  - ron@typeetc.com**

