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Are you Losing Customers to Chain Stores?

Or in other words, will you survive the next 10 years as an optometrist?

In reality,

The current economic activity is predicted to be the worst in 32 years. Bailout! Bailout... Consumers are pulling back on spending. Competition is growing- Macy's, Sears, Target, Wal-Mart, Lens Crafters, Pearl Vision, America's Best. Lasik is getting better and cheaper everyday. New doctors are constantly entering the market and taking your patients. Everything is more expensive. Prices for materials and labor are up. Expenses- rent, utilities, salaries- are all up.

As a result your net income and profit is flat or declining.

Are you prepared to compete?

You can't offer better frames than your competitors because everybody uses the same supply source. Your eye exams are not more thorough than your competition because you all have the same education. You can't compete with big name stores like Wal-mart and Costco and Lens Crafters when it comes to price.

Do you have a plan to keep your patients and get new ones?

You probably do the basics like: yearly exam appointment cards, appointment confirmation calls, and have a friendly, professional staff, but these are actually just the MINIMUM requirements!

Let us analyze; the truth is not all of your customers will remember you or come back. But more customers will return to you if you have made yourself recognizable and memorable by keeping in contact with them. You need to make your name synonymous with “Eye Doctor” and create a “Brand Name” for yourself. A brand name is another term for Image. Image is the perception/picture a patient has about you. Eye doctor should automatically trigger your name as for example hamburger triggers McDonalds or expensive watch triggers Rolex.

So how do you create a brand name for yourself? You increase the number of times a patient encounters your name and image. The best way to do this is with a planned messaging campaign. Put your picture in front of your patients as frequently as possible and your patients will associate your name with “Eye Doctor.” It’s a subliminal persuasion.

A planned messaging campaign is the most effective method! Educate and inform your patients 4-6 times each year by sending professional messages. Send personal messages 2-4 times each year for major holidays or birthdays. Each exposure should express both a professional message and a personal greeting. Your picture should be on every card or letter! As a result your patients will have seen your image and name 6-10 times between their yearly appointments.

The outcomes are:

Your patients will feel they are in constant contact with you, your image and name will be firmly planted in their minds, the educational messages will increase your professional image, and the personal message will have created a personal bond between you and your patient. You can move your business but your patients will follow, new patients will visit your office because of referrals from other patients. Because you are different than other doctors patients will remember you and your business will GROW!

And, you don’t have to do all the work yourself- writing the educational letters, selecting and signing the holiday greetings, buying the materials at your local office supply store, and print, address, and mail the finished letters. You can have a professional do it for you. For more information and help with message campaigning, please contact Faive Kovalis at 303-757-5143.

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