



ODEssentials

Putting Your Practice on the Map

In today's competitive landscape, a thriving practice is one with a powerful online presence. Your first step to getting there is ODEssentials, an entry-level marketing package focused on local general optometry.

ODEssentials applies best-practice SEO optimization to make sure that your practice achieves dependable and sustainable growth, measured in new patients appointments.

This service is designed to cover the most important marketing activities that will generate new patient phone calls and appointment requests. Its focus is to bring in new eye care patients while improving the way you market to existing patients.

What's Included in ODEssentials? Dedicated Marketing Consultation:

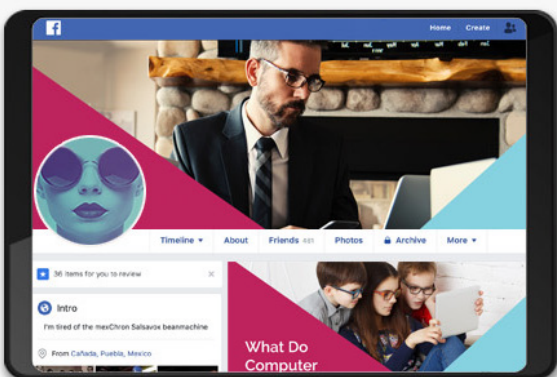
Navigating digital marketing and practice growth can seem overwhelming. With ODEssentials, you have monthly strategic calls with an optometry marketing expert, whose only job is to help practices market more effectively for sustained practice growth—from guidance on content to planning your next optical event to boosting your capture rate. It's what we do.

Integrated Social Media and Email Marketing Campaigns: When your practice needs to effectively communicate with existing patients and engage new ones with the events and topics that matter most, we're here for you. From flex spending to back-to-school, from trunk shows to special sales, from blue light to the importance of diabetic eye care—attractive, branded campaigns get the word out to the right people at the right time.

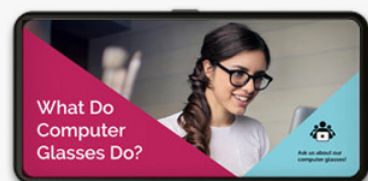
Reputation Management: You also need to impress potential patients and build trust in what you do best, be it your optical lineup, your medical expertise, or the fantastic patient experience you deliver. We do this through GetSetPro: A simple & powerful family of apps that you can use to manage your website, Google reviews, campaigns, insurance, frame lines & contacts, and more.

Who Is ODEssentials For?

This marketing product is for general optometry practices that are just getting started. If your practice is in a competitive urban environment or you want to focus on additional optometric services or medical services, we have more advanced packages for you to also consider.



Social + Web Posts

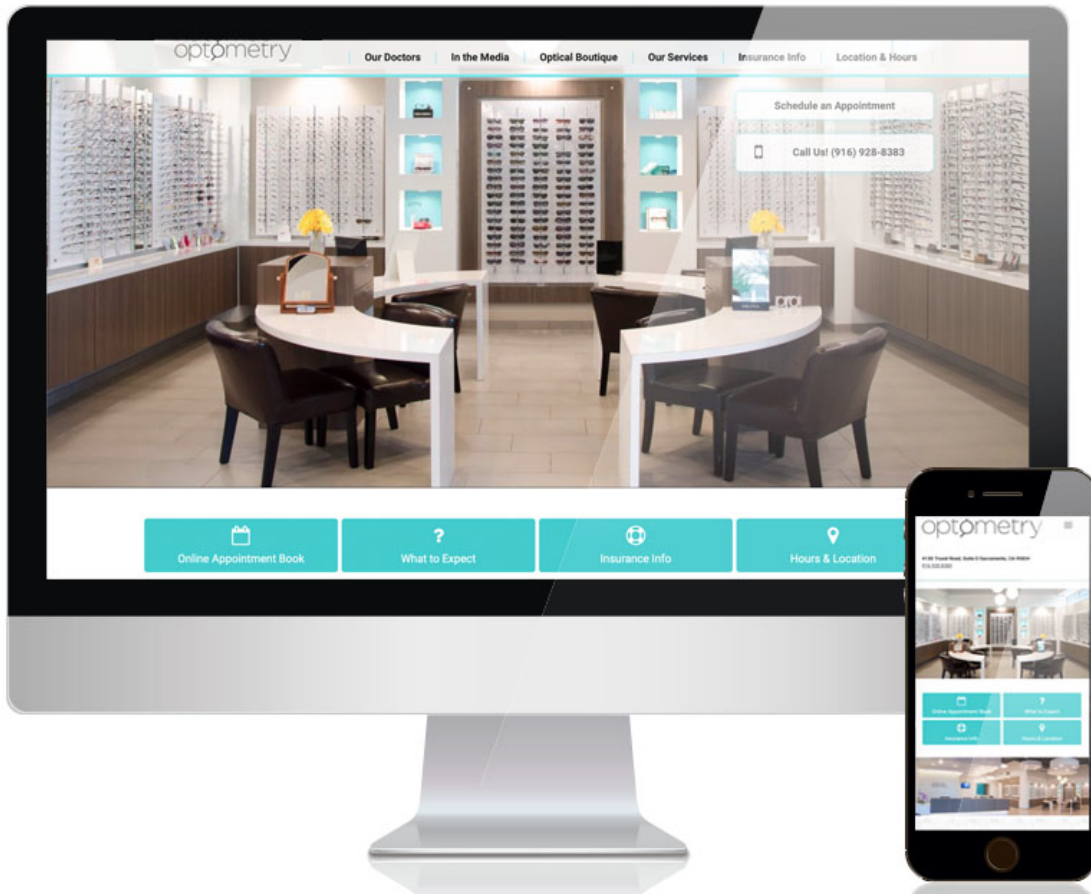


Emails

Cost \$349* Per Month



Our mission is to focus on growing your practice, so you can help more patients. Simply having an optometry website is not enough these days.



Is ODEssentials Worth the Cost?

ODEssentials costs \$349 per month, including your website.

additional \$50 per location which includes all ODEssentials services for those location(s)

You might be wondering if this expense works for your budget. Remember, it all comes down to return on investment.

Ask yourself this crucial question: What is a new patient worth to my practice?

The industry average for revenue per patient is about \$300 per visit to the practice, with a ten-year value of over \$2000. This means the service needs to generate only one to two additional new patients per month to simply break even.

At EyeCarePro, we NEVER settle for breaking even. We will provide sustained, quantifiable results or you can walk at any time. In fact, we let the value we deliver speak for itself, which is why we're 100% contract-free.