





ODSpecialty

Helping More Patients to Recover with Focused Neuro + VT Marketing

Let's face it. It's become harder and harder for most ODs to depend on optical to do all the heavy lifting when it comes to generating revenue. This pressure, combined with the goal of helping more patients in truly profound ways, is why you've chosen to focus on medical services such as: Vision Therapy/ Neuro-Optometric Rehabilitation, OrthoK / Myopia Control, Scleral Lenses and Custom Contacts, Dry Eye.

ODSpecialty is a comprehensive, robust marketing program, fine-tuned to drive measurable new patient appointment growth for each specialty service you offer, in addition to your general care. And just like all of our products, there are no contracts and no fees to build your site. It's the results you will see that will keep you with us.

With ODSpecialty, you will be paired with an expert Marketing Manager, who has trained specifically on the ins and outs of marketing your specialty services. From visual problems occurring post-TBI to scleral lenses for Keratoconus or athletes, we understand exactly what it is you do and who can possibly benefit from your expertise. This allows us to reach the widest

audience of potential new patients, parents, and referring professionals possible.

And there is *no* additional cost for multiple specialties!

We Make You the Local Expert

The goal of ODSpecialty is to leverage the power of your website to boost your online presence with well-researched and authoritative content.

We turn your website into an in-depth resource for each and every specialty you offer. The information is engaging and educates visitors while positioning you as the local expert with a wide range of interesting and informative content that provides a valuable resource to your visitors.

On a regular basis we add:

1 page and 1 blog to expand your reach potential to more nuanced topics. If you do vision therapy, neuro, sclerals, myopia control and dry eye, that's 5 pages and 5 blogs added monthly.



Cost \$750 Per Month



Video editing, transcription, and optimization

Specialty focused campaigns for Facebook, email, and Google posts

A comprehensive referral program *ask about availability for each specialty

Advanced SEO and online listing management

Customized brochures and graphics

We take 5 Steps To Marketing Your Specialty Practice

1. Leverage the Power of Video Content
2. Expand your Audience
3. Strategize for Low Search Volume on Google
4. Generate General Patients as a Feeder for your Specialty Practice
5. A Strong Referral Network

