

PatientMiner[®]



**INCREASE PROFIT
THROUGH YOUR
EXISTING PATIENT BASE**

Who is



- **We are like no other company in vision care.**
- **We have over 15 years experience working with ECPs on a technical level and with all major computer systems. Nobody else has this.**
- **We're a neutral third party empowering you to perform unique HIPAA compliant messaging.**

What can **you** do to:

- Improve patient care and satisfaction?
- Increase patient loyalty?
- Improve practice profits?

Two proven strategies for growing **practice profitability** are:

- Build upon existing patient base to increase patient traffic.
- Provide premium service and products.

**Consider that it can
cost up to 10 times
more to acquire a new
customer than to retain
an existing one...**

Why not “reach out”
through meaningful
communications
using your own
patient data?

Introducing

PatientMiner®

- Innovation in patient communications.
- HIPAA/HITECH compliant system that grows **your** revenue using **your** patient data.

How PatientMiner® is unique

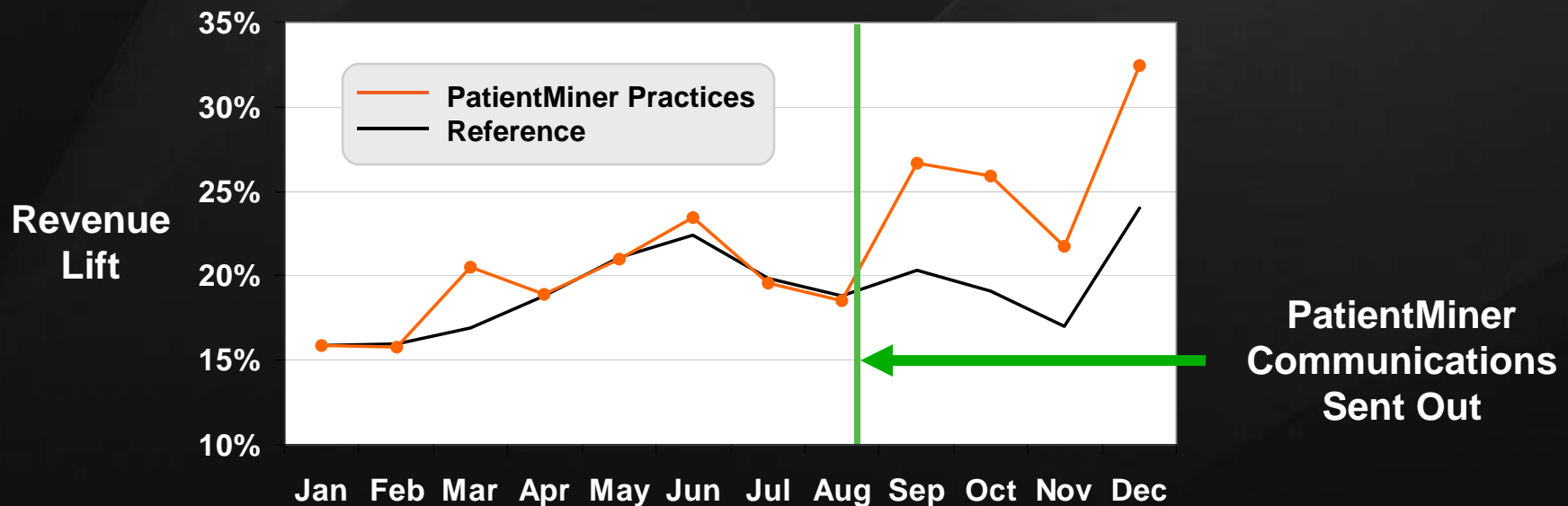
- Proprietary automatic targeting of your patients using **your** patient data.
- Personalized patient communications drive patients into **your practice**.
- **Easiest** to use patient communication system available – we do everything for you.

PatientMiner Helps You To:

- **Announce the availability of the latest products and technology to your patients.**
- **Educate on important eye health issues.**
- **Promote more regular eye exams.**

PatientMiner Works

- Trusted by over 6,000 O.D.s since 2001.
- Proven ability to raise revenue:



Testimonials

"The most effective marketing program we have ever used... strongest patient response in our 15 year history."

O.D., Kansas City, KS

"It's a no brainer, piece of cake! 30 or 40 patients mentioned that they had received our message."

O.D., Source, TX

"We got such a great response from our mailer that we ran our of samples!"

O.D., Indianapolis, IN

"The PatientMiner staff is awesome and the program is so easy to use!"

O.D., El Dorado Hills, CA

**Contact us at
800-815-3218
for more
information.**