



WHAT'S THE VALUE?

PURPOSE & PRICING

The primary purpose of the directory is to help eye care practitioners reach new patients, and to help patients find an eye practitioner who can provide quality services for their unique eye care needs.

We are offering all SiB practitioners a **special discount** for being a part of SiB. This discount has a final asking price of \$300 for 12 months, \$165 for 6 months (\$330.00 for 12 months), or \$30 for 1 month (\$360.00 for 12 months). The discount will continue for those who signed up prior to February 8th for the first year.

INDUSTRY COMPARISON

One of our largest competitors, ZocDoc, asks for approximately \$3000/year. The EyeBook was set up to have **lower prices** than its competitors because we want to have every practitioner who signs up receive a benefit for their practice. With at least one new patient per month, we hope that their subscription would be paid off and from there the practice would be bringing in more revenues with The EyeBook. Low prices and more patients walking in the practice's door mean more revenues and a happier and more successful practice.

OUR ANNUAL SUBSCRIPTION COSTS ONLY



of ZocDoc's
annual fee



as much as a pair
of glasses



of the average
AOA member's fee

INTERESTED?

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