

10 WAYS TO BOOST YOUR BUSINESS.



Tips on bringing your patients back quickly!

Opening your doors back up can be challenging as there are so many things that you need to consider getting your business back on track. One of the most important elements will be to bring your patients back as quickly as possible. **Here are 10 key considerations/tips that can help you to bounce back quickly!**

1. Run a report from your EMR that lists all previously cancelled appointments and create a list to contact those patients via phone or email to rebook them in as soon as possible.
2. OFFER a FREE UPGRADE TO EX3+ ON US! Hoya will provide you with an e-voucher that you can share with your patients.
3. Feel free to extend this limited time offer with all of your staff, family and friends!
4. Review all outstanding estimates that were provided prior to shut down. Offer an extra incentive for patients to come in and close the sale.
5. Extend clinic hours, and not just by a little. The practices that have the greatest availability will be able to capture the greatest number of patients.
6. Reach out to your followers via social media to remind them that you are open for business and ready to get them fitted or to perform eye exams.
7. Invite people in for scheduled private fittings before or after normal clinic hours in case people are still nervous about coming in. Invite loyal suppliers to help you with this. Be sure to include sunglasses distributors in preparation for summer.
8. Advertise that all extra preventative measures are being taken. For example: All frames are being sterilized using sonic cleaner, etc..
9. Introduce a gift with purchase program for the first month of re-opening to entice people to buy now and not defer purchasing any longer. Ask suppliers to help with this.
10. Increase your local presence by using an online service like 'Google Ad Words' to help customers find you and to learn more about the services you offer.

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