

# DE RIGO REM

WE SHARE THE VISION

## A 5 Pillars approach: Communication / Education / Support / Solution / Strategy

*“The definition of insanity is doing the same thing expecting different results, the last thing you want to do is to go back to your business with your old mindset.”*

### Communication

In the next few months as we self-isolate, patients will be online more than ever so it's crucial that you stay in front of them as much as possible. Remain genuine by showing them that you care and are there for them during this critical time. Set up a hotline or offer an email service where they can contact you for emergencies, information to get their frames fixed or to set up virtual fittings, etc.

ECP's should stay active on social media as well as via digital marketing to stay top of mind to customers. Mix up content between important COVID-19 information, offline support services you offer & healthy ideas to show how much you care.

- Create a content calendar where you can plan out your social media posts for the next few months (during and after COVID-19) to take stress off of reopening. Need inspiration, follow our Instagram at De Rigo Rem and my LinkedIn for ideas, solutions and positive motivation



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- Go where your customer goes. Join local chat groups on Facebook in your area for another way to stay in front of customers and engage with potential new customers.
- Communicate with your patients about their insurance benefit and offer them valuable solutions for them to utilize as soon as you reopen your business (See below).

## Education



Get all of your CE training in now. While you have downtime, this is the perfect time to take advantage of continued learning online. We offer a free CE course on Jobson as well as a library of other short trainings on critical practice management topics that will be helpful to implement now as well as when doors reopen.

- **Link for “Creating an Experience” CE credit on Jobson:**  
<https://2020mag.com/ce/creating-an-experience>
- **Link for Practice Management Training:**  
<https://derigorem.box.com/s/csd6tekzqxvsb9n4twe5ukabhikhwmkq>



**Price Confusion is a big issue that consumer face in our Industry, educate your patient on this topic with a social media strategy communication.**

- Work on a clear strategy around pricing by creating different options, bundle pricing.

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- Create valuable financial solutions to enable purchase of material, leveraging on small monthly payments -“Care Credit”.
- Create packaged offering with frame and lenses completely covered by insurance benefit.
- Educate consumers about your frame inventory by adding an online solution such as “ Frame Gallery” (see page 5 for more details)



## Support

**HR hotline:** To help ECP’s manage stress, we will be offering an HR offline support line where they can reach out for high level information on:

- Workforce solutions: Employer options to seek alternatives to employee layoff by reducing hours, implementing a work-share program, etc.
- Reliable resources for workplace issues by state
- Family’s First Coronavirus Response Act: emergency expansion of FMLA and paid sick leave.

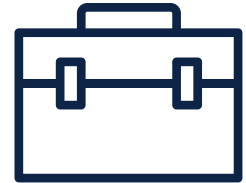


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### Solution

**Invest in important tools** to allow you and your staff to work more efficiently (especially if you think you will have limited workforce). Lean on your partners for support. Many of your vendors can help you with marketing guidance or to take some of the financial burden off and set you up for success when you reopen. As a part of our De Rigo REM Co-Op program, we offer a number of tools to bring the best marketing value to our customers.



- **Anagram:** This is an online insurance assistant software that helps healthcare providers and patients understand out of network benefits in minutes and submit claims digitally. To help support our customers during this time, they are opening up their team of trained medical billing professionals at no cost and are offering a FREE financial audit which reports on a practice's billing health, along with providing A/R investigation services to ensure your revenue is optimized during this downtime. <https://www.anagram.care/>

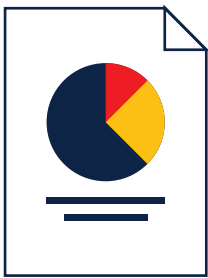
## ANAGRAM

- **Vison Insight:** Personalized marketing, social media and digital advertising strategy for generating new patients. Facebook and Instagram account and integration set up. Personalized lead CRM Dashboard. Identification of ideal patient demographics. Collection of consumer interests and social behavior data. Development and launch of social media ad campaigns. Development of patient nurture sequences. Measure results and scale campaigns. Promo code : De Rigo Rem & Vison Insight. <https://www.thevisioninsight.com>



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- **My Frame Gallery:** On online solution for in-store sales. With this tool, you can easily create a visual frame board that you e-blast to your customer before their appointment so they can browse your collection ahead of time.

<https://info.framesdata.com/my-frame-gallery-by-frames-data>

- **OMG / Contentlinq:** COVID-19 is going to change the way people shop and engage in-store forever. With digital at the forefront, it's important that ECPs are exploring digital enabled visual merchandising solutions to elevate in-store storytelling and engagement with customers when doors reopen.

<https://www.omghome.net/contentlinq/>

## Strategy

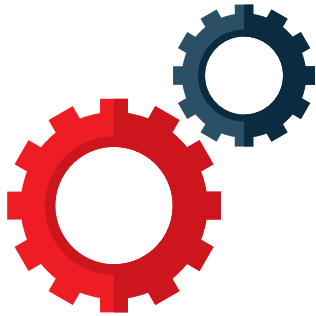
Now is the time to work on your yearly marketing and business plan for reopening so you are ready to go when this is all over. As the situation is fluid, it's important that you make sure that you create a multi-tiered flexible strategy that addresses all scenarios (busy opening, slow, full staff, partial staff, etc.). Detail out quarterly promotions, weekly initiatives and everyday tasks ahead of time so when you reopen (given any scenario), you are ready to implement.

**Supplies of material should be your last concerns; companies are going to be ready with plenty of inventory on hand.**

- Most ECP's have way too many brands: On average, they have 47 in their practice and anywhere between 300 to 400 frames which is more than what you really need.

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- Supply chain is ramping back up with China production already at 70% plus production capability.

- At De Rigo Rem we are ready to assist you with over 1.5 million units on hand.



However, going back to your business with the same mindset you been using until now is probably the biggest single mistake you can make. Now is the time to embrace the changes from your learnings that you took away from the Practice Management trainings you attended in the last few years. Let's face it, very few implemented their learnings because the business was too good for all of us to be forced to move into action. The comment until now was: Great idea and the next step has been "Procrastination".

**[www.derigo.us](http://www.derigo.us) | 888.754.9631**