Marketing positioning Eye Care Professionals must follow in order to adapt to the current economic climate.
The world as we know it is changing and as a result, so has your business. Within a few weeks you have had to temporarily close your doors in order to do your part in keeping yourself, your staff and your patients safe. At this time, it is important to instill in your community that you understand the new economic reality, that you are adapting to their needs and that you care for their eye health.

**HOW TO SUCCEED IN A RAPIDLY EVOLVING MARKET**

The world as we know it is changing and as a result, so has your business. Within a few weeks you have had to temporarily close your doors in order to do your part in keeping yourself, your staff and your patients safe. At this time, it is important to instill in your community that you understand the new economic reality, that you are adapting to their needs and that you care for their eye health.

**DON’T**
- Offend your customer by ignoring the reality
- Stop communicating with your patients & the community.

**DO**
- Reassess your patient experience, positioning, messaging and visuals
- Empathize with your patients and evaluate their needs and concerns
Marketing4ECPs is committed to the success of Eye Care Professionals. In the past 5 years we have been well known for our out-of-the-box ideas and our strong resolve in educating and uplifting this industry to new heights. We care deeply for your success and as a business, we are looking to not only see you survive but thrive through these challenging times. At the end of this we want your practice to see unprecedented success.

As the leading edge marketing firm in the industry, we’ve had to adapt quickly and think of innovative solutions so that you can maintain your patient pool. The solutions and viewpoints in this playbook are adopted and valued by the entire team here at Marketing4ECPs. We feel a responsibility in ensuring your progress and are utilizing all resources available.

This is our loyalty to you and this industry. Here is our gift to you for your benefit and success. Let this be the clear path in seeing you through these unprecedented times.

KEVIN WILHELM
President

TRUDI CHAREST
Co-Founder
Strategies you were planning a few weeks ago are likely no longer pertinent at this time. But your brand is relevant more than ever. In a time full of unknowns and uncertainties, your patients will look for the familiar. Here’s a plan to assist you in adapting to what needs to change and what stance to take.

**STRATEGIC STANDPOINT: A NEW PATIENT EXPERIENCE**

**TIME TO ADAPT**

- **Preserve your brand identity**
- **Show your patients empathy & resolve**
- **Inspire loyalty & nurture new relationships**
- **Find opportunities where you can interact with your patients**
- **Utilize tools to transform the patient experience**
## PLAYBOOK COMPONENTS

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There’s no denying that the ideal patient experience in the Eye Care world is an in-person Eye Exam. Unless it’s an emergency at this time this is not possible. But what are some alternatives to fill this temporary gap? Your patient’s eye health & vision is your top priority and this has not changed.

**PATIENT EXPERIENCE ADJUSTMENTS**

Identify previous face-to-face touchpoints used to assist patients in ensuring their eye care needs were met & replace with new methods of interaction.

- **Then…**
  - Eye Exams are an essential part of maintaining eye health and to update prescription eyewear.
  - Patients wanting to call you to order new contact lenses.
  - Patients visited you in person to purchase new frames and lenses.

- **Now…**
  - Encourage the importance of maintaining eye health through tips and tricks of healthy practices.
  - Update your messaging on your answering service to visit your website for new contact lens orders.
  - Offering an e-commerce service on your website, also a face shape evaluation so they are able to choose the correct frames for their face.

*Example*

Here are some helpful tips from the experts:
COMMUNICATION & MESSAGING

How you communicated to your demographic a few weeks ago will no longer be effective. Are you interacting with your patients and ensuring they have what they need? It’s important to acknowledge the new reality that the majority of your patients are now at home and may have concerns that you are able to answer.

HOW TO COMMUNICATE TO ENSURE YOUR MESSAGING STAYS RELEVANT & RESONATES

Getting more insights on what your patients’ needs are right now, can be done through online surveys with tools like Google typeform & survey monkey.

Your messaging should be genuine, authentic and address the current situation. It should inform patients what changes you’ve made and how you are making their eye health your top priority.

EXAMPLE MESSAGING

Times have changed in recent weeks and we want to ensure you & your eyes are still well taken care of until we are able to see you again. Visit us on Instagram for our tips & tricks to help you maintain your eye health while social distancing. If you have any other needs or concerns, please email us: info@practicename.com
Creating interaction with your patients is one of the most important things you can be doing right now. There is an opportunity to stay connected with them. Share what you are doing and how it can benefit them. You want to hear from them and have them feel connected to you.

**HOW TO KEEP THE CONVERSATION GOING**

1. Inform, nurture and retain existing patients by interacting with them via personal outreach, social media, or through your website.

2. Use visuals that express the current situation. Avoid using images showing social gatherings. Showing images of your staff adds a personal touch.

3. Encourage customers to engage through new digital experiences and tools.

**TIP:** CANVA is a great online tool that can help you create posts

**EXAMPLE SOCIAL POST**

This post should include a picture of your staff so your audience feels connected. The text below the post can include your mission amidst the current situation. You could also ask them to share

**CREATE EMOTIONAL CONNECTIONS & EXPERIENCES THAT SUPPORT, EXCITE AND MAKE THE PROCESS AS COMFORTABLE AS POSSIBLE**
Living in a digital world in a situation like this is an advantage and allows you the opportunity to meet many of your patients’ needs. What tools are available to you as you make this transition? How can you still meet your client’s needs and be the their top choice? Connecting and being consistent in how you position yourself through the different tools is essential.

**AVAILABLE PLATFORMS & TOOLS**

**YOUR WEBSITE**
This is a powerful tool right now to communicate all the different changes you are implementing to meet patient needs and in making new connections.

**E-COMMERCE**
There are e-commerce solutions your patients can access through your website, allowing them to order frames & lenses and to order new contact lenses.

**VIDEO CHATS**
Connecting one-on-one with patients through video chats allows you to book consultations and give recommendations.

**ONLINE SURVEYS**
If you are looking for deeper insight into what your patients’ needs are right now: Google Typeform or Survey Monkey are great online tools.

**SOCIAL MEDIA CHANNELS**
This tool will allow you to interact with your patients and position yourself and your brand, through the use of posts, stories and videos.

**E-BLASTS**
E-Mail communications are a great way to stay connected with your patients on changes being implemented and track how you are being received.

**BLOGS**
This could be a perfect time to write blog articles. It’s a great way to keep your clients engaged on business communication, how your patient interaction is evolving and to also educate on eye health. This allows you to stay relevant not only with your patient base but also within your community.
LONG HAUL STRATEGY

There's so much uncertainty in knowing when things will return back to normal or what that new normal will look like, creating a longterm strategy that is adaptable to change & fresh ideas is key. Here are 3 keypoints that you will want to stay consistent:

1. Targeted Awareness: Understand and empathize with your demographic. Get insights into what their needs are at different touchpoints throughout this process using online surveys.

2. Engagement: As your patients interact with your brand and products, such as watching videos, emails, liking posts and ordering products online, you must track these interactions to assess how your strategy is performing.

3. Refocus & Refresh: Once you see how different elements of your strategy are performing, make adjustments to focus your efforts on what is working and refresh some ideas so you stay relevant.

4. Ramp Up: Having an evolving strategy where you change how you interact with your audience will help ramp up the conversation. We recommend having a 3 step process at 1 to 2 week increments:
   - STEP 1: Share posts that include eye health tips
   - STEP 2: Share staff videos and posts that explain the why and the how on these tips
   - STEP 3: Ask your audience to share with you posts of them smiling wearing their favorite glasses & tagging your practice name

5. Convert: This will build heightened loyalty with your patient base. At the end of this we recommend celebrating their support. You will be their number 1 choice in eye care because of your presence and support during these challenging times.

WHAT HAPPENS AFTER?

You will want to build upon this new loyalty you’ve gained and start planning out your strategy for the second half of the year. Now that you’ve pulled the community together, what is your new message on social media? What have you learnt from this experience that will now be the new normal for your business? There may be things that you will experience through this process that will now become a critical part of your brand experience.
TIME TO TRANSFORM & ADAPT

These tools are here to help reposition you in this market and for the longterm. The future is ever changing and we are here to support and assist you in your success and transformation. Please reach out to us for any questions.

START TODAY
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