

THE ANNUAL SUPPLIES JOURNEY

TOUCHPOINTS TO GUIDE YOUR PATIENT TO AN ANNUAL SUPPLY PURCHASE

PRE-VISIT TOUCHPOINT

- Take advantage of the time between scheduling and their appointment
- Start a conversation about eye health, lifestyle, and the convenience of 1-day SiHy lenses
- Plant the seed about the economics of an annual supply



FIRST TOUCHPOINT

- Use in-person patient interaction to make the best impression
- Display materials that pique interest in contact lens options
- CooperVision® has an array of marketing tools to help

CORE TOUCHPOINT

- During the exam, ask about your patient's satisfaction with their current contacts
- Explain the ocular health advantages of 1-day SiHy contact lenses and how they might be the best choice for their lifestyle
- When trial lenses are applied, reinforce the value of new, fresh, clean lenses every day



LAST TOUCHPOINT

- At checkout, stress the savings they'll see
- Show the cost benefits of 1-day lenses, including the elimination of cases and solutions
- Discuss patient rebates available
- Emphasize the importance of an annual comprehensive exam

STAY IN TOUCHPOINT

- Stay "in touch" with your patient
- Emphasize that you care about your patient's overall ocular health and satisfaction
- Ensure that your patient is completely satisfied with their new contact lenses
- Email relevant information on a periodic schedule
- Send appointment reminders including information about new innovations in contacts

