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MARKETING YOUR DRY EYE PRACTICE

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Now that you are getting predictable outcomes and you have the equipment to obtain excellent results, it's time to tell the world. But creating a referral center will require some methodical planning and implementation.

First, develop tools that are marketable. Next, learn how to create trust among colleagues with a mission of service. Reach out with intention and a clear message. Improve functionality within the office to facilitate the referrals. Create a public voice of concern that resonates with the community. Follow through with internal systems that ensure accountability in service and reporting.

Abbreviated Summary:

Learn how to create trust outside the practice and accountability within the practice. Gain the tools to ensure a steady stream of referrals and internal systems to deliver results.

1. BECOMING A DRY EYE REFERRAL CENTER

- A. Get involved: Attend local society meetings and talk DE with colleagues
- B. Understand your mission: To create a safe place for doctors to refer patients
- C. Establish a tone to SERVE and not COMPETE
 - 1. *Return patients to the referring doctor for all routine care*
 - 2. *Control the patient's story: provide excellent care and patient education*
 - 3. *Buy state of the art equipment: "My doctor referred me because you have the equipment for this."*
- D. Marketing campaign: Wait until you have the equipment before making the ASK
 - i. Make the call: schedule to visit and educate STAFF of fellow ODs/MDs regarding OSD
 - Let Cataract Surgeon and Glaucoma MDs you are available to help them take care of their post operative DED and Glaucoma Patients with DED*

- ii. Send DE Ambassador with a simple slide deck of you treating each condition
 - iii. Bring your customized marketing kit
 - 1. *What's in the KIT?*
 - a. *Invitation for an Open House of show and tell for your colleagues*
 - b. *Challenge cards emphasizing the progressive nature of MGD and the need to screen everyone*
 - c. *Brochures of your diagnostic equipment*
 - d. *Brochures and consent forms for your advanced treatments*
 - e. *Screening surveys for them to use daily*
 - f. *DEE questionnaires for patients who are referred to you*
 - g. *Tear off pad for easy referral correspondence (to us and the patient)*
 - 2. *What does it do?*
 - a. *Challenges them to identify OSD in their practice*
 - b. *Showcases your financial investment and commitment to OSD*
 - c. *Emphasizes your posture to serve*
 - d. *Assures them of your intention to return their patient*
 - iv. Three-minute video of everything you offer
 - v. Host the open house party ~3 weeks later
- E. Next step
- i. Host a CE for area doctors on OSD
 - 1. *Help them identify OSD sooner*
 - 2. *NOW it's time to showcase your SKILL to build confidence for increased referrals*
- F. Other avenues
- i. Specialty outreach
 - 1. *Rheumatology*
 - 2. *Endocrinologist*
 - 3. *Dermatology*
 - 4. *Functional medicine*
 - 5. *Med spas*
 - ii. The community
 - 1. *Assisted Living*
 - a. *Financially sound*
 - b. *100% need*
 - c. *Transportation*
 - 2. *Radio advertising*
 - a. *Which ones?*
 - i. *Talk radio*

- ii. Christian radio
- b. *Why?*
 - i. Less costly
 - ii. More loyal listeners who purposefully support its sponsors
 - iii. Purpose
- c. *How?*
 - i. Public service announcement ("Did you know...? Find out more at...")
 - ii. Show up and record ~30 to be cycled over the upcoming year
- 3. *Website*
 - a. *SEO*
 - i. Google Ad words
 - b. *Patient testimonials*
 - c. *Doctor locators on vendor sites*
- 4. *Social Media*
 - a. *Content development*
 - i. Use the patient education resources you already have
 - ii. Hire a blogger and piece it out or a patient to write their story
 - iii. Take videos to post from the slit lamp
 - iv. Have a contest and inspire patients to create content
 - b. *Posting*
 - i. Hiring a virtual assistant
 - ii. Keeping it in house

2. INTERNAL SYSTEMS TO ENSURE ACCOUNTABILITY

- A. Keratography Reporting: Crystal Tear Report
- B. Word Merge Templates
 - i. Letters to referring docs
 - ii. Print outs for the new patient
- C. Logging Systems
 - i. Click up
 - 1. *Pre exam check list*
 - 2. *Post exam check list*
 - ii. Google forms
 - 1. *Referral Initiation*
 - a. *Website referral link*

- 2. *Tracking follow ups*
- iii. Patient education
 - 1. *Patient Book*
 - 2. *Pre-made folder*
 - 3. *Portal PDFs*

3. EMAILED PDFS OUT OF THE BOX COLLABORATIONS TO DRIVE PATIENTS

- A. Reach out to your local lash artist and cosmetologist
 - i. Educate on DB and Blepharitis
 - ii. Collarettes = Referral Educate on symptoms of possible DED
 - 1. *Itchy, watery, irritated eyes=Referral*

4. BLENDING ANTI-AGING AND OCULAR HEALTH

- A. Weave in Ocular Aesthetics to drive patients and revenue
 - i. Fundamental eye spa- optometrist only within scope
 - ii. Intermediate eye spa- optometrist + esthetician
 - iii. Advanced eye spa- optometrist + medical director