



MARCH 2020

Why Are Online Reviews So Important To Your Practice?

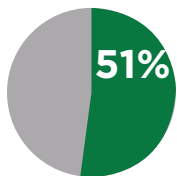
Leveraging online reviews through social sites such as Google, Facebook and Instagram can help to bring in more patients, if your patients are telling the right story.

60% of optical patients said they always research health care providers online before selecting a provider.

What Happens When The Word Of Mouth Becomes Negative?



Customers tell an average of **15** people about poor service



51% of customers will leave a business after **1** negative experience



It takes **40** positive experiences to undo the damage of just **1** negative review

5 - 25 x's

more expensive to acquire new patients vs. retaining current patients.

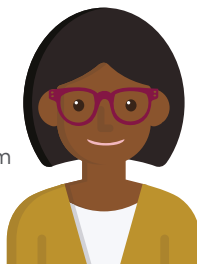
Lifetime Revenue of a Patient

SALLY

45 Years Old

- Exam every 2 years
- Buys 2 pairs
- Uses flex-spending

Refers her 45 year old neighbor for yearly exam and contact lenses.



ESTIMATED LIFETIME VALUE:
\$19,000+

NEW FAMILY

Family of four

- Yearly exams
- Annual supply of contacts
- 1 pair of kids glasses/year
- Pink eye treatment
- Pays with HSA



ESTIMATED LIFETIME VALUE:
\$100,000+

Upcoming Education

Webinars:

What Does Our Patient Want From Us? Understanding Today's Consumer Mentality

Webinar

March 6 at 11:00am - 11:30am CST

Vision Demands Are Changing Rapidly: Lets Discuss Near and Intermediate Variable Lenses

Webinar

March 20 at 11:00am - 11:30am CST

Walman University 2020:

Bloomington, MN - *Saturday, March 7*

Fond Du Lac, WI - *Saturday, March 14*

Seattle, WA - *Saturday, March 21*

Schenectady, NY - *Saturday, April 4*

Bettendorf, IA - *Saturday, April 25*

Dublin, OH - *Wednesday, May 13*

Linthicum Heights, MD - *Saturday, May 16*

Sioux Falls, SD - *Saturday, June 6*

Plainfield, IN - *Saturday, June 13*

Murfreesboro, TN - *Saturday, July 25*

Scottsdale, AZ - *Saturday, September 5*

Manheim, PA - *Saturday, September 12*

Denver, CO - *Saturday, October 17*

Traverse City, MI - *Saturday, October 24*

Save your seat by visiting
www.ecpadvantage.com

VSP Ethos Lenses Now Available Through Walman Walman Optical!

Walman has been approved to produce the VSP Ethos and Ethos Plus lenses! If you are using this lens for VSP Category J and K Progressives, you can now get them through Walman. Please contact your Walman Account Manager or local branch for more details.

Walman University 2020 TOUR

Walman University 2020 will inspire your team and help them discover what “Perfect Vision” means to them. These courses are designed to energize your passion and transform your vision for yourself, your practice and the industry beyond.



Speaker:
Phernell Walker
MBA, ABOM

Beyond 20/20 - Innovations In Eye Care

In the year 2020, what was once thought to be impossible is now a reality! This course explores this new era of lens, frame, and optometric exam technology and will inspire you to see eye care in a whole new light.

Light Benders

Bending light is a science and an art. Take this time to enhance your skills while you explore how we refract light and use prism to move three dimensional spaces.

The Clear and Present Danger of Diabetes

A course for opticians, lab technicians, optometric technicians and optometrists alike! Diabetic retinopathy is the one of the leading causes of blindness. Knowing the implications of diabetes is essential for the entire office to provide the best patient care.



My Perfect Vision:
INSPIRE



You are unique.
So is everyone else.
We communicate differently.
We work differently.
We learn differently.

Seek to understand, then to be understood.



Speaker:
Mike Karlsrud

Who Are You? Who? Who?

Come together in harmony as you discover your communication style and learn to appreciate the communication styles of your co-workers, family, friends and patients.

Somebody Take the Trash Out!

2020 is the perfect year to reset and be inspired! Take out the trash and visualize your perfect vision for your future during this course.

Monday Morning, Now What?

Wake up! Grab some coffee, it's Monday morning! Learn how you can unify and motivate your team with weekly huddles so your practice starts every week off on the right foot.

Choose from 14 locations!

(see the front for all locations and dates)

Register online today at www.ecpadvantage.com



YOU CAN WIN!

MY PERFECT VISION IS



**MAKE
OVER**

**WALMAN IS GIVING
AWAY \$20,000 IN 2020**

VISIT WALMAN2020.COM
TO REGISTER FOR A CHANCE
TO WIN!

