

# Communication That Converts Patients to Customers

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1 hour course

## DESCRIPTION:

There are a lot of options available for patients to purchase eyewear and that has made it harder to maintain a good capture rate in our optical. This course will give you tools to present products in a way that patients will be receptive to choosing to purchase from your practice.

## LEARNING OBJECTIVES:

- Learn how to build a relationship with a patient that makes them want to purchase from your practice
- Identify the needs a patient has so you can match their needs with your products
- Understand how to respond to objections in a positive way that leads to conversions

## OUTLINE

### I. Why Is It Important? (5 min)

#### A. Digital Footprint

- 1) Definition and Scope-Understanding what constitutes a digital footprint—social media profiles, professional websites, online reviews, and more.
- 2) Relevance in Optometry-How a strong online presence can influence patient trust and professional opportunities.

#### B. Current Trends:

- 1) Digital Transformation-How the rise of digital platforms is reshaping patient interactions and professional networking.
- 2) Consumer Behavior-Insights into how potential patients search for and evaluate optometry services online

#### C. Professional Impact:

- 1) Personal Branding-The role of personal branding in distinguishing oneself in the competitive field of optometry.
- 2) Reputation Management-How online reviews and social media can impact professional reputation.

### II. Components Of a Compelling Digital Story (10 min)

#### A. Elements of Effective Online Branding:

- 1) Professional Website-Key features of a well-designed optometry website—bio, services offered, blog, patient testimonials.
- 2) Social Media Profiles- Best practices for platforms like LinkedIn, Facebook, and Instagram.

- 3) Content Strategy- Importance of consistent and relevant content, including educational posts, practice updates, and community involvement.

B. Crafting Your Narrative

- 1) Personal Story: How to weave personal experiences, qualifications, and passions into your online narrative.
- 2) Professional Achievements: Highlighting key accomplishments and specializations.
- 3) Patient-Centric Approach: Showcasing patient testimonials and success stories.

C. Visual and Interactive Elements

- 1) Visual Branding: Importance of a cohesive visual identity—logos, color schemes, and imagery.
- 2) Engagement Tools: Using blogs, videos, and interactive content to engage and inform your audience.

III. Tools and Strategies for Effective Online Branding (15 min)

A. Digital Tools Overview

- 1) Website Builders and Management: Platforms such as WordPress, Squarespace, and Wix.
- 2) Social Media Management: Tools like Hootsuite, Buffer, Planoly and Canva for scheduling posts and creating graphics.
- 3) Analytics and Monitoring: Using Google Analytics, social media insights, and review tracking tools.

B. Developing a Digital Strategy

- 1) Setting Goals: Defining clear objectives for your online presence (e.g., increasing patient bookings, enhancing professional reputation).
- 2) Content Calendar: Planning and scheduling content to ensure consistent and relevant updates.
- 3) Engagement and Interaction: Techniques for fostering engagement with your audience through comments, messages, and feedback.

C. Staying Current

- 1) Trends and Updates: Keeping up with changes in digital marketing and optometry practices.
- 2) Continuous Improvement: Regularly reviewing and updating your digital presence to reflect new achievements and developments.

IV. Case Studies: Success Stories and Pitfalls (10 min)

A. Success Stories

- 1) Profile 1: An optometrist who successfully built a robust online presence and saw increased patient engagement.
- 2) Profile 2: A practice that leveraged social media to educate and attract a broader patient base.

B. Common Pitfalls

- 1) Example 1: A professional who faced challenges due to inconsistent branding and lack of online updates.
  - 2) Example 2: Negative reviews and their impact on a practice's reputation—how to manage and mitigate.
- C. Key Takeaways: What worked well and what could have been done differently in each case.

V. Interactive Workshop: Crafting Your Digital Story **(15 min)**

A. Workshop Goals:

- 1) Personal Branding Exercise: Participants will draft a personal brand statement and outline their digital story.
- 2) Profile Review: Peer reviews of participants' social media profiles and websites with constructive feedback.

B. Practical Application:

- 1) Hands-On Activity: Create or refine a piece of content (e.g., blog post, social media update) based on the strategies discussed.
- 2) Feedback and Iteration: Collaborative feedback and refining content based on real-time input.

**CONCLUSION / Q&A / DISCUSSION (5 min)**

I hope this has given you the ground work to get your digital presence started or get it updated. This is an ongoing process that needs to be evaluated yearly to see if anything needs to change. Remember this is the way new patients are deciding if you are a good fit for them and their families. If your digital footprint looks like 1990 then patients are going to assume your technology and products also come from that era.