

SIGHTPATH CREATIVE CAMPAIGN PATIENT EDUCATION

GOALS: Educate patients and build trust in your practice



Sightpath Creative's Patient Education Campaign provides practices with numerous print materials designed to educate patients, build relationships, and increase conversion rates. Each piece is customized to showcase your practice, highlight your expertise, and promote your unique selling proposition.



Printed banner

Laser Vision Correction Inquiry Form

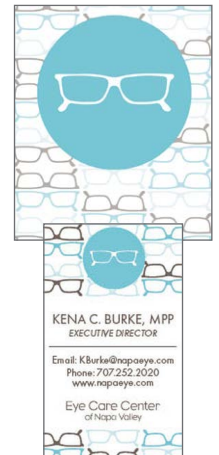
Name: _____ Date of birth: _____
 Phone: _____ Best time to call: _____ am/pm
 Email Address: _____
 Address to send more information: _____ Current patient?
 How did you hear about us? _____
 Price quote given: \$ _____
 Currently wears: **Glasses** **Contact Lenses**
 Single vision EW soft CLE (out of contacts 2 weeks prior to evaluation)
 Bifocals Progressives EW soft CLE (out of contacts 3 weeks prior to evaluation)
 Hard contacts (out of contacts 6 weeks prior to evaluation)
 Backed evaluation - Date: _____ Time: _____ am/pm
 Patient only wanted information/Price shopping
 Information mailed/returned to patient - Date: _____
 Other: _____
 Date: _____ Time: _____ Taken by: _____

Refractive Coordinator Follow-Up

If booked for evaluation: Booked for surgery Not a candidate - Reason: _____
 Other: _____
 Thank you letter sent to patient - Date: _____
 Thank you note sent to referral - Date: _____
 Additional notes: _____
 Date: _____ Time: _____ Taken by: _____

Eye Care Center of Napa Valley • 707-252-2020
 895 Francis St., Ste A, Napa, CA • www.eyecarecenter.com

Branded patient forms



Business cards and note card



Trifold brochures



Magazine ads

Contact us to customize a campaign for you today!