

How To Market Myopia Management Treatments



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As Optometrists, you know that myopia is a growing public health concern. Patients and particularly parents of myopic children, on the other hand, may not be aware that treatments are available. They may also not be aware that myopia may progress and worsen with age.

Medical niches like myopia management, also known as myopia control, can help to keep things fresh at your practice and broaden your patient base. They are a great way to grow and increase your revenue. The key is to let patients know you offer advanced optometric services and how they can benefit from your expertise.

PRE-EXAM EXPOSURE

Staff at your practice should be well-versed in your myopia management treatment methods. Even before patients get into the exam room, they should be exposed to the concept of myopia and understand some of the available options.

In-office literature about treatment modalities, interactive quizzes on a tablet while people wait, and education provided during the pre-test are all great ways to prep patients for what is to come.

Exams can be overwhelming for patients — they are taking in so much information about their eyes in such a short time. If they at least have a cursory awareness of myopia management before the exam, they'll be more likely to understand and retain the information during the full workup.

SET UP YOUR SITE MAP

To properly market myopia management treatments, it's important to showcase patient options prominently and present yourself as a leader in the field. Your website is the perfect place to do this.

Does your website include a page dedicated solely to myopia management? If not, it should.

For practices with a dedicated page already, make sure that other areas of the website are optimized and provide opportunities to point patients toward it.

Contact lens exam pages can include sections about orthokeratology and peripheral defocus technology. Pages about children's eye care are great places for educating patients about how myopia can impact learning and development. These sections can link patients to your myopia management page for more information and ultimately, encourage them to book an appointment.

Websites should be set up in a way that seamlessly flows between topics, leading patients around the site in a way that makes sense and directing them to the right information at the right time. A good digital marketing agency that specializes in the eye care industry can help you make the most effective use of your site map.

ENGAGE & INFLUENCE PARENTS

Word of mouth is a powerful tool, especially when it comes to services that patients are unfamiliar with. Don't underestimate the power of local mom's groups when it comes to marketing myopia management treatments —

when your optometric care is the reason for a child drastically improving their school performance, it won't take long for your calendar to fill.

Look up local groups and see if there's an opportunity to attend a luncheon or speak at an event. Talk to teachers in your area and help them to recognize the signs of a vision issue in their students. Let them know myopia management can make a difference.

Remember to keep it simple and engage with your audience in a way they understand. Talking about diopters and axial length might be second nature to you, but inaccessible terms aren't inviting for potential patients.

Keep the focus on the impacts your treatment methods can have — less frustration in school, more success on the soccer field, and a happier, more confident kid.

PUT PATIENTS IN THE DRIVER'S SEAT

Eye care is health care and it's important to help patients understand that treating myopia is about more than just prescribing corrective lenses. It's about ensuring they retain their quality of life as long as possible and preventing the severe health outcomes that can result from the continued progression of the condition.

By offering multiple treatment modalities and thoroughly explaining the features and benefits of each one, you can guide the patient to the option that is best for them. Ultimately, if they know you have a vested interest in their health outcomes and they feel in control of the decision, marketing myopia management treatments is a win for both patient and professional. ●