

Optimizing Your Contact Lens Business



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It's no secret: contact lens technology has come a long way from where they were 10, 20, even 30 years ago. With each innovation, people are learning that contact lenses do so much more than correct their eyesight, but what can you do to capitalize on this incredible evolution?

Even if contact lenses aren't essential to your business plan, tweaking your approach even a little can help skyrocket your contact lens revenue. Let's look at some ways you can optimize your contact lens business so you can find the results you're looking for.

FIND CONTACT LENSES THAT MATCH YOUR NICHE

Even though you provide several different services, you might have a niche you spend more time on than others. This could be helping children manage myopia development or using the latest tech to alleviate dry eye symptoms—regardless of your focus, you should look for specialty contacts that complement these services.

For example, scleral lenses are becoming increasingly popular in the dry eye community, and some optometrists can only talk about myopia for so long before mentioning orthokeratology contact lenses.

Find the contacts that support your interests, and add them to your services.

VARIETY IS THE SPICE OF LIFE

Supporting your niche services is important, but please ensure you're providing enough options to help as many patients as possible. It's all about knowing the trends in your practice and seeing where you can find opportunities.

If your clientele is mostly made up of adults and seniors, multifocal contacts are a great way to address the effects of presbyopia. If you offer laser eye surgery consultations, it would be a brilliant idea to carry some post-LASIK contacts to support your patient's vision and eye comfort as they recover.

PROVIDE AN EXPERIENCE

In the digital age where everyone can get anything with a click of a button, the demand for high-quality experiences is higher than ever. This means you should consider what your eye care experience looks like from the patient's point of view and where contact lenses make the most sense in that said experience.

An essential part of your experience is understanding your patient's needs. Consider their lifestyle, where they live, and how they use their sight to see where contact lenses can support them. If there's an opportunity, seize it and not only will you help your practice, your patient will appreciate your attention to detail.

MAKE ORDERING PROCESSES EASY & CONVENIENT

However, you can't outright ignore the digital world. What you can do, however, is provide an incredible digital experience. You can do this in a few ways, but one of the most important is having an online contact lens ordering process.

The ordering process should be as convenient as possible and easily accessible through a smartphone.

Invest in an online e-commerce platform that allows patients to order their contacts online. This helps support contact lens sales, provides a better patient experience, modernizes your practice, and opens an opportunity to sell other products.

PUT A BUDGET INTO MARKETING

As we emerge from one of the most unpredictable times in recent memory, investing in marketing is more important than ever, especially if you want to maximize your contact lens business. And the great thing about marketing is that there are so many ways to do it.

This can be creating a fantastic webpage, utilizing the power of email marketing, or getting help with Google algorithms so your practice is the first to appear on the search engine.

Regardless of the methods you choose to market or support your contact lens business, focus on creating an excellent patient experience and take the time to understand their needs. Whether they're online or in person, these little touches can go a long way in supporting your contact lens goals. ●

HELP YOUR PATIENTS DISCOVER NEW VISION CARE OPTIONS

Our Co-Management program offers many advantages, including:

- ✓ Access to any of our 30+ clinics across Canada
- ✓ Co-Management team available to help support you
- ✓ A team of surgeons who have collectively performed over 1 million procedures*
- ✓ We offer a wide range of vision correction options, including PresbyVision™, designed to correct presbyopia

*Including 500,000 procedures in Quebec alone.



To book a free consultation for your patient, contact us at comanagement@lasikmd.com

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