



## Session II: The Premium Practice Journey Preparation

As you embark on creating a successful refractive cataract practice, preparation is key. Learn the power of a premium practice, the impact of a team-first approach, and the marketing and development principles you'll need to implement a new business plan.



# BUSINESS of REFRACTIVE CATARACT SURGERY

SUMMIT

## Internal and External Marketing Principles to Energize Your Practice

Jennifer Loh, MD

Founder & Medical Director

Loh Ophthalmology Associates

Matt Jensen

Business Strategy & Team Culture

Matt Jensen Marketing

Panel:

Carrie Jacobs

Dagny Zhu, MD

# Financial Disclosure

## • Jennifer Loh, MD:

- Alcon: Consultant/Advisor, Lecture Fees/Speakers Bureau
- Allergan: Consultant/Advisor, Lecture Fees/Speakers Bureau
- Bausch and Lomb: Consultant/Advisor
- Beaver Visitec International : Consultant/Advisor
- Centricity Vision: Consultant/Advisor
- Dompe: Consultant/Advisor
- Horizon Therapeutics: Consultant/ Advisor
- Johnson & Johnson Vision: Consultant/Advisor
- LENSAR: Consultant/Advisor
- Novartis, Alcon Pharmaceuticals: Consultant/Advisor
- Novabay, Consultant/Advis
- Ocular Science: Consultant/Advisor
- Orasis Pharmaceuticals: Consultant/Advisor
- Oyster Point: Consultant/Advisor
- Sight Sciences: Consultant/Advisor, Lecture Fees/Speakers Bureau, Grant Support
- Sun Ophthalmics: Consultant/Advisor, Lecture Fees/Speakers Bureau
- Tarsus: Consultant/Advisor
- Visus: Consultant/Advisor
- Zeiss: Consultant/Advisor

## • Matt Jensen

- Matt Jensen Marketing – Owner
- RxSight – Consultant/ Advisor
- Elios – Consultant/ Advisor
- Navigate Patient Solutions – Consultant/ Advisor
- Glaukos – Consultant/ Advisor
- Lightfield Technology – Owner
- FiveFour Training – Owner
- ASCRS Foundation – Consultant/ Advisor
- Ophthalmology Business Minute – Consultant/ Advisor
- Ophthalmology Outliers – Consultant/ Advisor

# Goals with Internal and External marketing

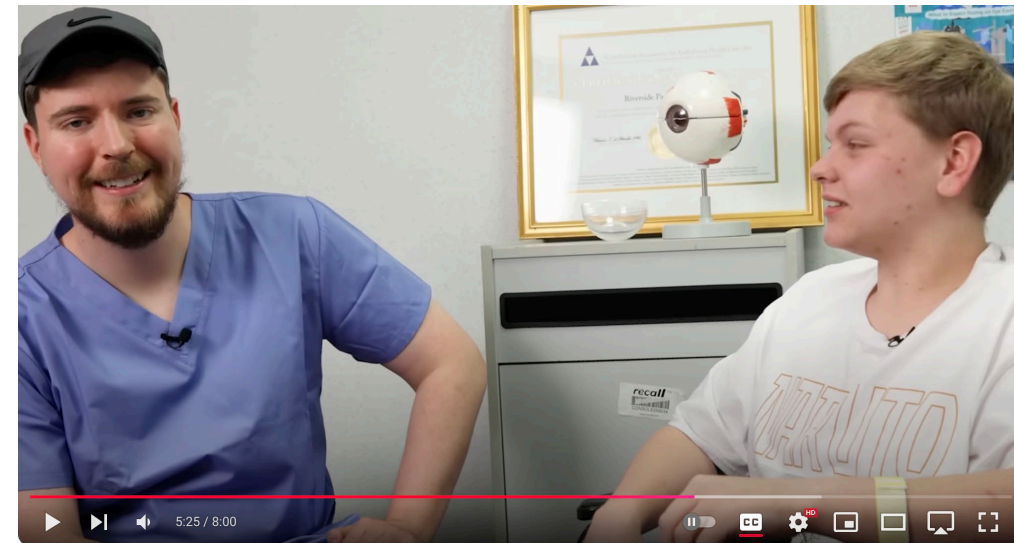
- Explore marketing strategies that can boost patient engagement, retention, and acquisition in an ophthalmology practice.



Goal: Increase patient and surgical volume

# Understanding Internal Marketing

- **Definition:** Internal marketing involves strategies that target current patients and staff to
  - Build loyalty
  - Enhance patient experience
  - Drive word-of-mouth referrals.
- **Goals:**
  - Improve patient satisfaction
  - Increase retention rates
  - Foster positive staff-patient relationships
  - Encourage internal referrals



1,000 Blind People See For The First Time

MrBeast  
314M subscribers

Join

Subscribe

10M

Share

Clip

Save

...

# Key Internal Marketing Strategies

---

- **1. Patient Experience Management**
  - Ensure excellent patient care at every touchpoint (from reception to post-treatment follow-up).
  - Invest in staff training and education to enhance service quality.
- **2. Communication & Engagement**
  - Utilize email newsletters, personalized patient reminders, and feedback surveys.
  - Educate patients on eye care and treatments through educational content.
- **3. Staff as Brand Ambassadors**
  - Train and empower your staff to represent the practice positively.
  - Encourage staff to build strong, personal relationships with patients.

# Key Internal Marketing Strategies

---

Panel Discussion with:  
Carrie Jacobs & Dagny Zhu, MD

Please share some Keys to Success with Internal Marketing in your practice

# Understanding External Marketing

---

- **Definition:** External marketing involves strategies aimed at attracting new patients to your practice through various channels.
- **Goals:**
  - Increase brand awareness
  - Generate new patient leads
  - Build a strong reputation in the community
- **Key Channels:**
  - Online presence
  - Traditional advertising
  - Community outreach

# Key External Marketing Strategies

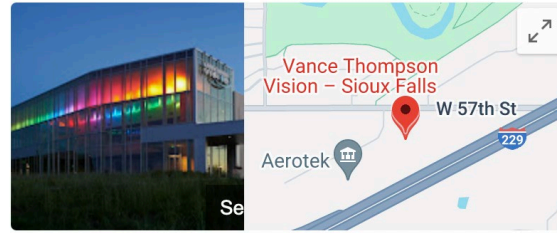
---

- **Digital Marketing**
- **Website Optimization:**
  - Ensure your website is user-friendly, mobile-responsive, and provides clear information about your services.
- **SEO (Search Engine Optimization):**
  - Optimize your website for search engines to attract local traffic (e.g., "ophthalmologist near me").
- **Online Reviews & Reputation Management:**
  - Encourage satisfied patients to leave positive reviews on Google, Yelp, or healthcare review sites.
- **Social Media Marketing:**
  - Engage with the community and share informative content on platforms like Facebook, Instagram, and LinkedIn.



# Importance of Google Reviews

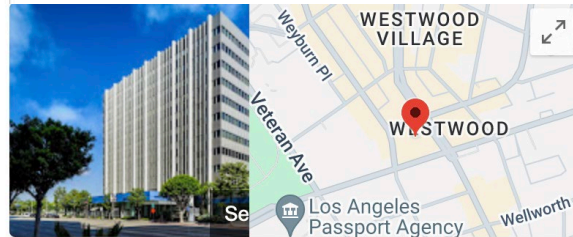
- Practice on Google?
- Physician on Google?
- Hybrid: Practice/physician



## Vance Thompson Vision – Sioux Falls

4.9 ★★★★★ 1,829 Google reviews

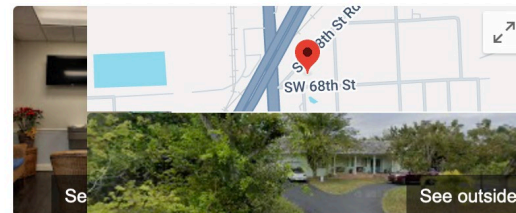
Ophthalmologist in Sioux Falls, South Dakota



## Dr. Neda Shamie, MD

4.9 ★★★★★ 33 Google reviews

Ophthalmologist in Los Angeles, California



## Loh Ophthalmology Associates/Jennifer Loh MD

4.7 ★★★★★ 149 Google reviews

**KrisAnne Christenson**  
9 reviews

★★★★★ 2 weeks ago **NEW**

Kindness was shown by every employee I encountered. When I called the office to talk with accounts payable, the person named Sam was incredibly helpful. This person totally heard me out as I explained what I needed before cataract and lasix ... [More](#)

**Brett Wagner**  
4 reviews

★★★★★ 6 years ago

Dr. Shamie has been my ophthalmologist for all the years I've lived in Los Angeles. When her practice moved, I followed, because she's a trustworthy, accomplished, highly credentialed, and very personable professional who makes my annual trip to the eye doctor something I actually look forward to.

**Pat**  
7 reviews

★★★★★ 3 months ago

I cannot say enough about the wonderful care and kindness shown by Drs Loh and Gomez. The staff is outstanding. They go far and beyond in their attention to patients, even on a personal level. We had a car issue when we were leaving the office and even though it was closing time, Dr. Gomez, Marilyn, Jackie, Aleyda and another staff member whose name I did not get stayed after hours to help us until we were able to get on our way. Marilyn even checked to see that we got home safely. They are the absolute best!

# Review Sites:

---

- **Google Reviews:** Most impactful due to:
  - High visibility
  - SEO benefits
  - High patient usage.
- **Healthgrades:**
  - Impactful in healthcare-specific searches and trusted by patients looking for detailed physician reviews.
- **Yelp:**
  - Can influence local search rankings and attract patients who rely on detailed, emotional reviews.
- **Zocdoc:**
  - Both a review platform and an appointment booking system.
- **Facebook:**
  - Reviews show up on your practice's business page and can be easily shared by patients within their social network, amplifying their reach.

# Social Media Marketing

- Instagram
- TikTok
- Facebook
- LinkedIn
- Youtube



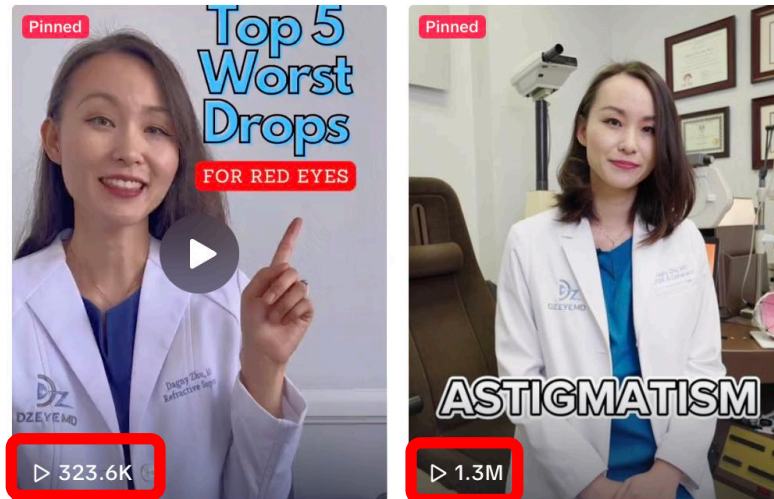
**dzeyemd**  
Dagny Zhu, MD

Messages

42 Following **22.9K** Followers **234.9K** Likes

LASIK Surgeon | LA/OC/SGV  
Harvard MD | Mama  
FREE 👁️ consult  
www.dzeyemd.com

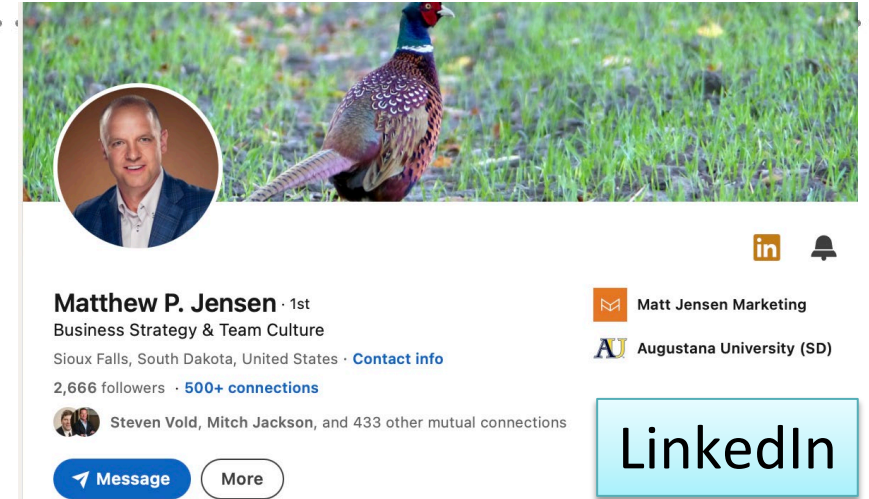
Videos Reposts Liked



**Pinned** Top 5 Worst Drops FOR RED EYES **323.6K**

**Pinned** ASTIGMATISM **1.3M**

TikTok Videos



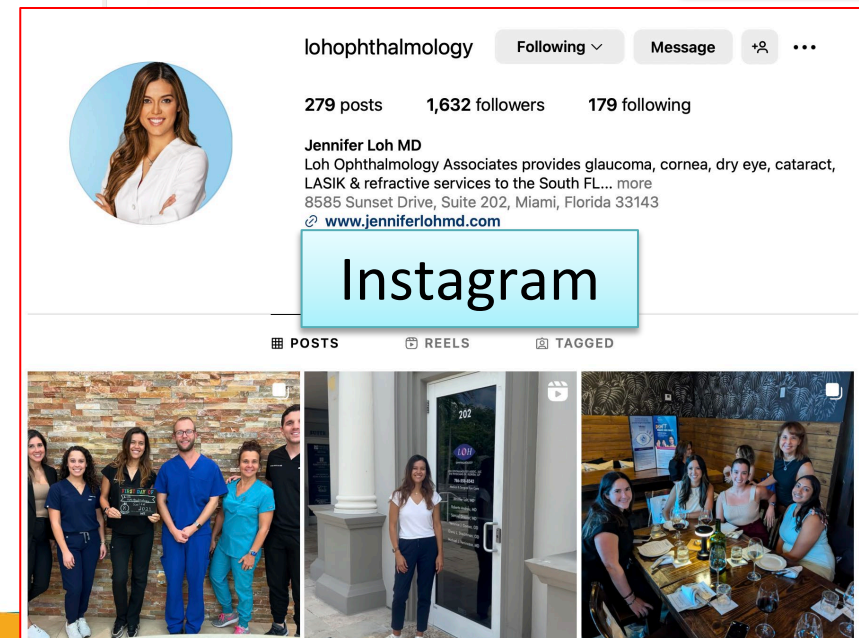
**Matthew P. Jensen** · 1st  
Business Strategy & Team Culture  
Sioux Falls, South Dakota, United States · [Contact info](#)  
2,666 followers · 500+ connections

Steven Vold, Mitch Jackson, and 433 other mutual connections

Message More

Matt Jensen Marketing  
Augustana University (SD)

LinkedIn




lohophthalmology Following Message

279 posts 1,632 followers 179 following

**Jennifer Loh MD**  
Loh Ophthalmology Associates provides glaucoma, cornea, dry eye, cataract, LASIK & refractive services to the South FL... more  
8585 Sunset Drive, Suite 202, Miami, Florida 33143  
[www.jenniferlohmd.com](http://www.jenniferlohmd.com)

Instagram

POSTS REELS TAGGED



# YouTube Educational Channels

★★★★★ Rated 4.9 Stars on Google by Our Patients

As Seen On



**Dr. Ralph Chu**

MN's Leading  
Vision Correction  
Innovator Since 1999

## Chu Vision Institute: Y. Ralph Chu, MD



@Chuvision · 1K subscribers · 172 videos

See your best with more options than anyone in MN ...more

[chuvision.com](http://chuvision.com) and 3 more links

Subscribe

# Additional Key External Marketing Strategies

---

- **Pay-Per-Click (PPC) Advertising**
  - Run targeted PPC campaigns on platforms like Google Ads to reach patients searching for eye care services.
  - Challenge: Has become very expensive
- **Community Outreach**
  - Partner with local organizations, schools, and businesses to offer free eye screenings or educational seminars.
  - Sponsor local events to increase visibility in your community.
- **Traditional Advertising**
  - Use print ads, radio spots, and local TV ads to promote your practice to a broader audience.

# Integrating Internal & External Marketing

---

- **Why Integration is Important:**

- Consistent messaging across internal and external efforts strengthens brand identity.
- Engaged and satisfied existing patients can drive external growth through referrals.

- **Examples of Integration:**

- Use patient success stories from internal marketing in external social media ads..
- Utilize social media to spotlight your internal staff and patient experiences.

Panel: How do you integrate your marketing?

# Case Examples:

---

Panel: Please share examples where you have been able to impact your patient volume

# Measuring Success ?

---

- **Key Metrics for Internal Marketing:**
  - Patient retention rates
  - Patient satisfaction scores (via surveys)
- **Key Metrics for External Marketing:**
  - New patient acquisition rates
  - Website traffic and conversion rates
  - Online review scores and social media engagement
  - ROI on marketing spend (e.g., PPC campaign performance)

- Overall goal: Increases in surgical volume



---

- **1. Assess Your Current Situation:**

- Review current patient satisfaction, marketing efforts, and staff engagement.

- **2. Set SMART Goals:**

- Specific, Measurable, Achievable, Relevant, Time-bound goals for both internal and external marketing.

- **3. Implement Strategies:**

- Develop a marketing calendar for content, promotions, and campaigns.
- Allocate budget and resources for both internal and external initiatives.

- **4. Monitor and Adjust:**

- Regularly review performance metrics and adjust strategies as needed.
- 

# Key Takeaways:

---

- Effective marketing requires a balance of internal and external strategies.
  - Patient experience and staff engagement are crucial to internal success.
  - Digital presence, community outreach, and advertising drive external growth.
  - Regular monitoring and adjustments ensure continued success.
- 