

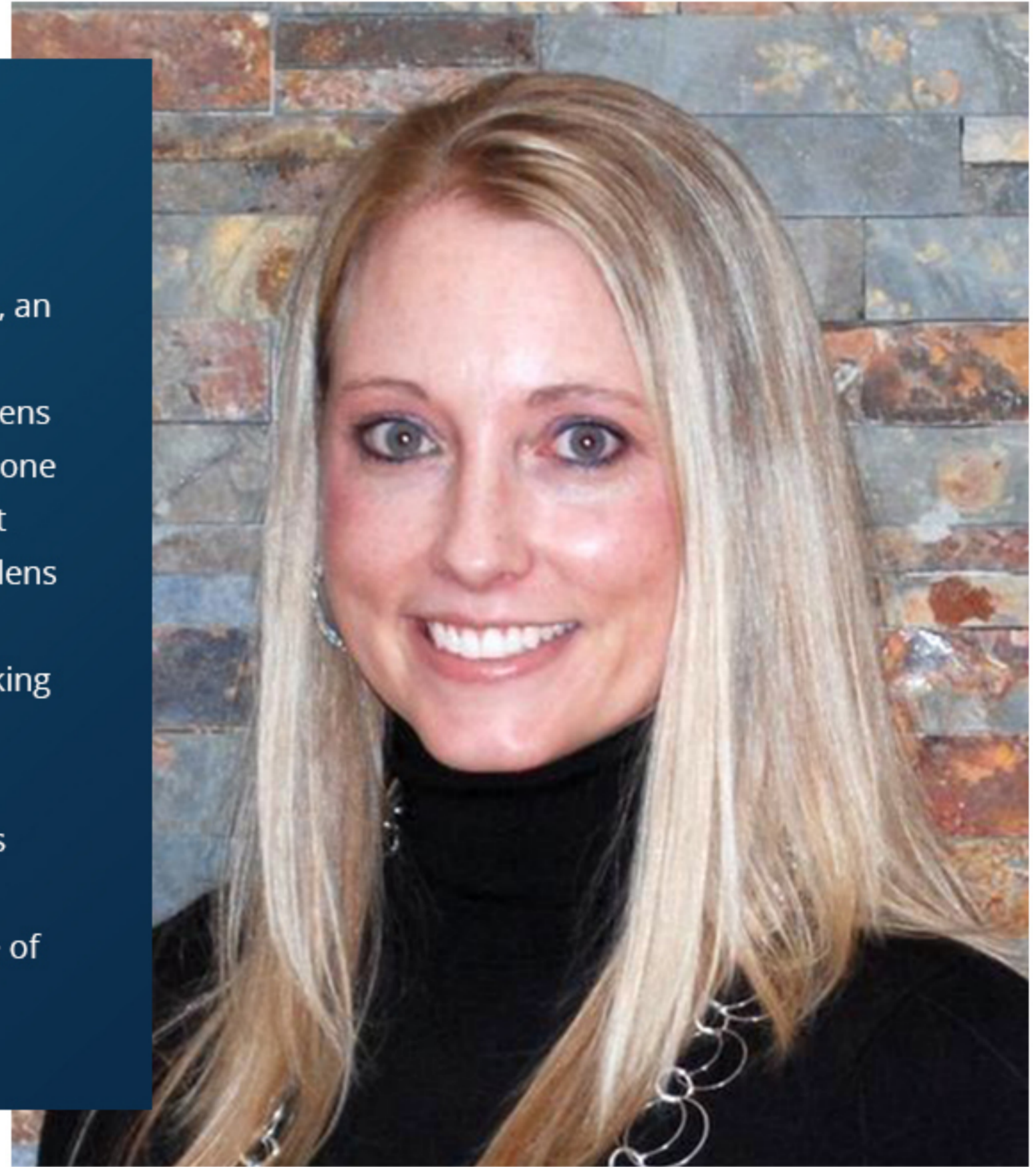


# HOW ONE ECP USED CLX TO CAPTURE LOST REORDER REVENUE

## Meet Dr. Barker

Dr. Amanda Barker is the owner of Advanced Family Eye Care, an eye care clinic that practices the full scope of optometry. Advanced Family Eye Care has a larger-than-average contact lens practice — it makes up over half of their business. This made one area of particular concern to Dr. Barker and her team: contact lens reorders. On average, 60% of the revenue in the contact lens market comes from reorders, and at the same time, online retailers are capturing more and more of this revenue by making it more convenient for patients to reorder from them.

Naturally, Dr. Barker and her team were concerned about this growing threat. When she started looking at opportunities to capture that lost contact lens revenue without investing more of her staff's limited time, she found CLX.



## The Challenges:

Advanced Family Eyecare considered CLX for two primary reasons:

**Their internal ordering processes were inefficient.** Frontline staff invested significant time manually placing orders for contact lenses, tracking inventory, calling patients, and coordinating pick-ups.

**They didn't have a system in place to communicate proactively.** When a patient bought less than a full year's supply of contact lenses, they had no reliable way to even attempt to capture the balance of the reorder.

*"Now that we have CLX, we have a much better system in place for capturing reorders. Every patient that orders less than a year's supply receives a digital email and text reminder, and they can respond to that email or text very quickly and place a reorder."*

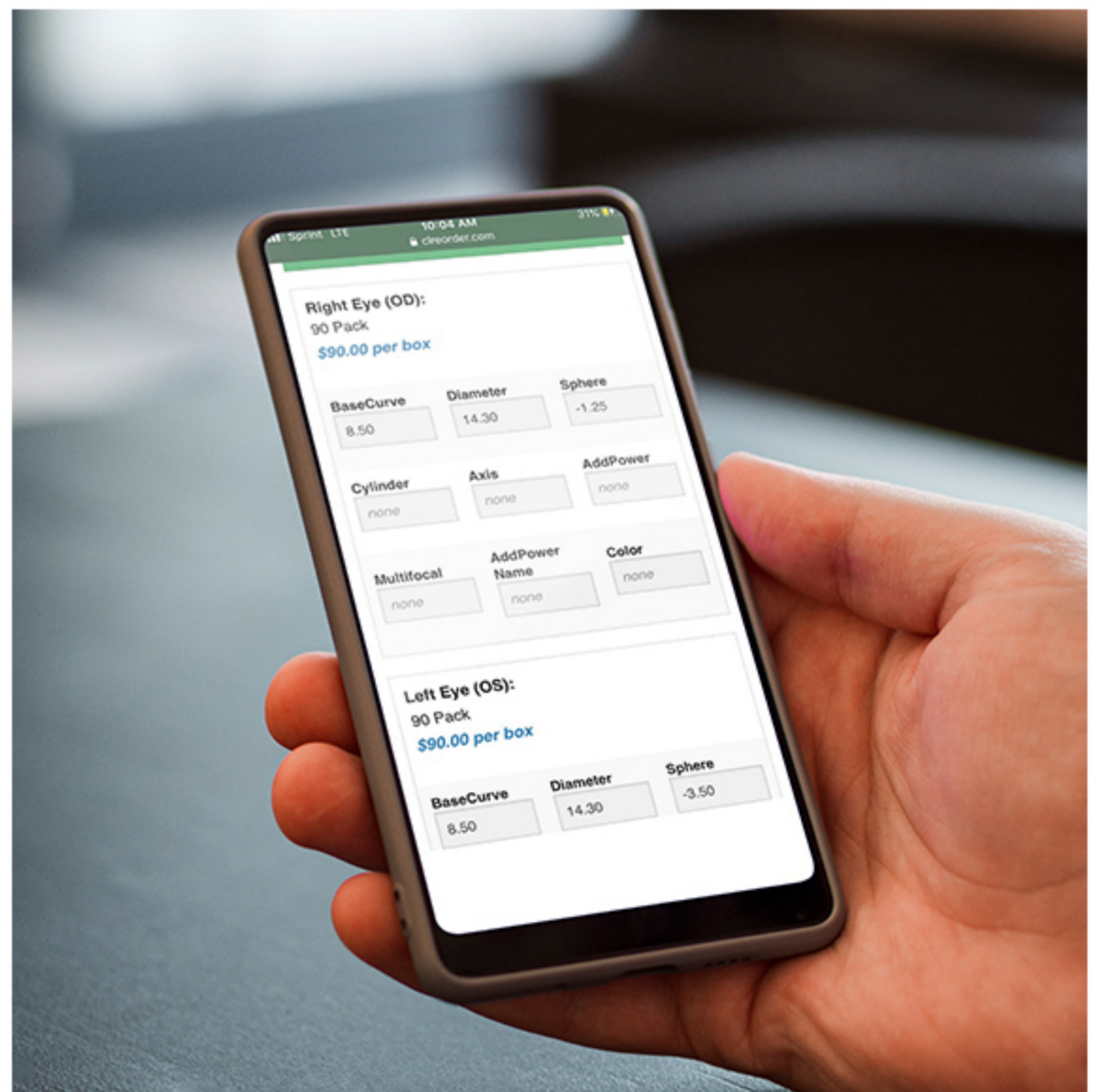
Dr. Amanda Barker

## The Solution: Reordering with CLX

According to Dr. Barker, CLX transformed her practice's ability to capitalize on reorders from the first day they had the system installed.

The way it works is simple. Instead of having to manually call each patient and remind them to reorder contact lenses, the CLX System automatically sends convenient texts and emails before a patient runs out of their supply. Patients can reorder without having their prescription handy thanks to CLX's custom ordering links, and their contact lenses will arrive at their door in just a few days.

With no extra time or effort spent on the part of the office staff, CLX opened up a completely new revenue stream for Dr. Barker's practice and kept patients buying from her instead of being lured away by the convenience of online retailers.



*"CLX has been a great investment for our practice. I can't imagine why you wouldn't utilize a tool like this within the practice to help drive your contact lens orders. Any practice that fits contact lenses can benefit from a service like this."*

## CLX enabled Dr. Barker to...

- ✓ Earn more revenue by capturing sales that previously were going to competitors
- ✓ Save time and money by automating inefficiencies within her practice
- ✓ Allow her staff to focus on patient care instead of spending time managing the logistics of her contact lens business