

Generating Low Vision Referrals and Creating Consumer Awareness

INTERNATIONAL VISION EXPO EAST

Sunday, March 25, 2007

Session # MS-300-2



Generating Referrals

- Meet the Ophthalmologists
- Meet the Optometrists
- Meet the Opticians
- Meet the Residents
- Meet the PCP's
- Meet the Endocrinologists

Generating Referrals

- Meet the Office Managers!
- Networking – All Health Care Professionals
- Diabetic Educators
- Geriatric Counselors
- Home Care Providers
- State Agencies
- Schools

Creating Awareness

- Word of Mouth (WoM)
- Meet Three (3) New People Everyday
- Support Groups
- Retirement Communities
- Senior Centers
- Stories of Human Interest

Creating Awareness

- Unique
- Reversing the Sale
- Reversing the Services
- “Product Placement”
- Every time they turn around

Creating Awareness

- Unique

- *and finally, really thinking outside the box* -

**And the Oscar
goes to...**



Questions?





THE **VISION**COUNCIL

