

Defining Your LVC Demographic

Purpose: Identify the patients you are currently attracting with your marketing efforts.

Preparation: You will need demographic information of your 100 most recent LVC patients.

Practice name: _____ Date: _____

Step one—Describe your patients

Indicate how your 100 most recent LVC patients fit into the following demographic categories:

Gender	Number	Percentage
Females	_____	_____
Males	_____	_____

Age (years)	Number	Percentage
21–30	_____	_____
31–40	_____	_____
41–50	_____	_____
51–60	_____	_____
61+	_____	_____

Level of correction	Number	Percentage
1.0–2.0 D	_____	_____
2.1–3.0 D	_____	_____
3.1–4.0 D	_____	_____
4.1–5.0 D	_____	_____
5.1–6.0 D	_____	_____
+6.1 D	_____	_____

Note: This listing of your data provides a quick 'snapshot' of each type of demographic, but does not accurately capture a patient's profile across the categories. A more sophisticated analysis can be performed using patient tracking software or an Excel spreadsheet. A market potential analysis would also provide valuable information. Speak with your BDM for information on performing a more thorough analysis, including market potential.

Step two—Assess your patient demographics

A. What are your practice goals?

B. Compare your patient demographics to the consumer research presented in *Branding Module 1: Building effective external marketing programs*. With respect to the target demographic described in the module, your demographics tend to be:

Gender: Similar Different

Age: Younger Similar Older

Level of correction: Lower Similar Higher

C. Consider whether your marketing message is reaching the demographic you need in order to reach your practice goals.

WHAT NOW?

Share the completed worksheet with your BDM as you work together to develop an Action Plan. Keep your completed worksheet for future reference—it will serve as an instructive benchmark of your practice at this point in time.