



# Marketing update: Planning for CustomVue™

Purpose: To develop a plan for successfully updating your practice’s marketing efforts to include CustomVue.

Instructions: Consider the following questions about your current and future marketing, and write your responses in the spaces provided. Later, use the ideas you capture here to create an *Action Plan* for updating your marketing.

Practice name: \_\_\_\_\_ Date: \_\_\_\_\_

## Determine the role of CustomVue at your practice

A. What are your business goals for CustomVue procedures at your practice? What are your volume or revenue goals?

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B. How will you measure the success of your CustomVue implementation?

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C. How will you position CustomVue? Consider the other procedures offered at your practice and your pricing.

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D. How can you explain the different procedures your practice offers so your patients won’t be confused?

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# Marketing Update: Planning for CustomVue™

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## *Review your current marketing*

A. Describe your current overall strategy for marketing.

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B. How does your LVC business support your brand in the communities you serve?

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C. What specific tactics have you used to market your practice in the past?

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D. Which tactics have worked particularly well for you?

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E. Which tactics haven't been as successful as you had hoped?

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F. What are the marketing approaches of your three closest competitors?

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G. How does the marketing of your competitors effect your marketing approach?

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**Marketing Update: Planning for CustomVue™**

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*Consider updating your marketing approach*

A. Which of these VISX CustomVue™ marketing message(s) resonate most with your brand? (Choose one or two)

- Can produce better vision than is possible with contacts or glasses
- Your Personal Best Vision
- Laser vision correction with a new level of precision and accuracy
- The individualized laser vision correction
- Experience WaveScan®-driven custom treatment
- Potentially better vision — even at night
- Other \_\_\_\_\_

Why? \_\_\_\_\_  
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B. How will you incorporate the CustomVue marketing message into each of the following areas?

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Phone consultation processes:  
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Internal marketing programs (signage, brochures, seminars, referral programs):  
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External marketing programs (radio, newspaper, television, and other advertisements, and newsletters):  
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