



CustomVue™ Implementation Considerations

Purpose: To develop a plan for successfully incorporating CustomVue into your practice.
Instructions: Answer the following questions about important areas to consider when implementing CustomVue. Write your responses in the spaces provided. With your BDM, use the ideas you capture to create an *Action Plan* for the implementation.

Practice name: _____ Date: _____

Positioning

- A. What are your business goals for CustomVue?
(For example, the CustomVue procedure will comprise 25% of the practice's total revenue this year.)

- B. How will you position CustomVue in relationship to your practice's other offerings?

Financial models

- A. At what price will you offer CustomVue? What other new services will you offer and what will be the cost (e.g., PreVue® consultation)?

- B. How will the addition of CustomVue affect the price of your other treatments?

Marketing

- A. Describe how your CustomVue marketing will be integrated with your current marketing.

- B. What specific marketing efforts in your practice will need to be updated?
(For example, internal marketing like signage, brochures, educational videos, and messages-on-hold, and external marketing such as newspaper, television, and radio ads.)

CustomVue™ Implementation Considerations

Consultation processes

A. How might your consultation processes need to change to support CustomVue?

B. How will you explain the different procedures your practice offers so patients won't be confused?

C. What do you want all of your team members to be able to discuss with patients? What things do you want only the technician to discuss? The doctor?

B. What other training has your team received that will help with the implementation?

C. What type of training does your team still need to be successful?

Training

A. What CustomVue training has your team had thus far?

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.