



# 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.