

Communicating with *your* patients

Eyeplan spotted *Insight* at the *ABDO conference* in the autumn. Differentiating your practice is of course a good idea and we liked what they had to show. We asked them if they would give Eyeplan Associates a discount in return for some PR, this they have agreed and offered a 10% reduction.

Here is an overview of what they have to offer:

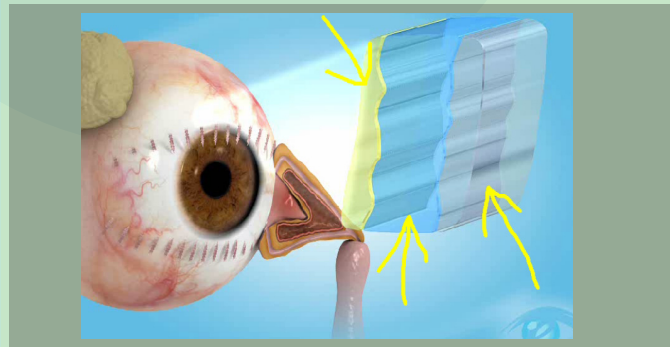
Eyeconic Software Ltd, part of the *MEDiVision Group* have been producing patient communication software programs in health markets for 14 years and have over 5,000 users of their software in over 50 countries around the world.

Eyeconic have recently launched a range of patient communication programs for opticians.

In The Test Room

The *Insight* program uses high quality 3D animations, which help the patient understand what's being explained, which reduces test room time and reflects positively on the image and professionalism of the practice.

The program covers 50 different topics and its interactive interface gives the Optometrist the ability to pause, skip, slow motion and even draw on the animations. There is even a range of editable patient information leaflets that can be printed at the touch of a button.



In The Dispensing Area

The *Insight* program also contains a range of animations which demonstrate the advantages of special lenses, tints, coatings and even how to insert, remove and care for contact lenses. The *Dispensing Optician* will find this an invaluable tool, which will increase the average revenue per patient.

The first *Insight* licence in the practice is £599+VAT and additional licences are £199+VAT.

In The Waiting Area

Eyeconic have developed a system that runs from a computer onto a screen in a continuous loop. It contains 145 different messages and lasts almost an hour before it repeats. The program is designed to entertain, educate, inform and increase sales. Each message can be switched on or off, personalised messages can be created and the practice can choose which messages run at which time and day of the week.



EyeTV is £599+VAT

On The Practice Website

Insight WebPak contains all 50 animations from the *Insight* program in a format which can be simply uploaded to the practice website.

Insight WebPak is £199+VAT

Eyeconic Software can be contacted on 01908 265565; email info@eyeconic-software.co.uk; web www.eyeconic-software.co.uk

Remember to quote **EP01** when you enquire to secure the **10% discount**

Recruit new patients with Eyeplan Connect



We are often asked what can be done to help bring patients into the practice. We have in the past sponsored events and advertising, and this we will continue to do, however Eyeplan now has what we believe will be a truly effective means of prompting your business – Eyeplan Connect.

Eyeplan Connect is a new managed service from Eyeplan that will help you recruit new patients from your local area through the use of tailored and targeted direct mail. Eyeplan is now

able to create a mailing list from one of the most comprehensive databases of UK population, based on demographic profile, and subsequently create and send tailored marketing messages to it. With an anticipated return of about 2%, the cost of acquisition of a new patient using this strategy is less than £35 – well worth it when you consider the whole life value of a patient to a practice.

An information sheet about Eyeplan Connect is enclosed in this newsletter,

but most importantly, if you would like us to visit and discuss how the service could help build your practice, then do please give us a call. Remember there is no charge for Eyeplan's time and expertise – just the direct costs of the mailing itself. Eyeplan Connect is available exclusively to Eyeplan Associates.

Marketing visits from Eyeplan Commercial Team

As many of our Associates know, Eyeplan has always been keen to help out with Associates' marketing, and the connection between the number of patients that come through the door and the number who join Eyeplan is certainly not lost on us!

The skills and experience within the Eyeplan team is now comprehensive and we have a proven track record of helping Associate practices promote them-selves. In the past, we have focussed on staff training as the means of promoting Eyeplan, this of course remains and training is available to Associates

at no charge and 'on demand'. However, we would now like to further develop our support outside the practice and help recruit new patients and create word of mouth.

To this end, we are now adopting a more formal approach to our practice visits to include discussing current marketing initiatives, new ways of promoting the practice and most importantly how we can help.

If you would like one of us to visit your practice to talk about marketing and promotion, then do please give us a call and we will make the arrangements.

Lens Pricing
Some lens suppliers made changes to their prices at the turn of the year. If you would like us to update your lens catalogue then please let us know – remember this service is free. All you need to do is request an update and let us know any new lenses you would like add and we will do the rest.

More benefits inside:
Discounted membership of VAT Plan
Discounted practice communication Software from MediVision
Also:
New ADS Certificates are now being issued.
New Registration Forms are now being issued.
And....Stay up to date with our new mailing list.

New Arrivals

A new Marketing Assistant

A new face joined Eyeplan in January 2010 to cover for Hayley Blanning's maternity leave. Daniel Sartain joins us fresh from the University of Sussex where he obtained a first class honours degree (BA) in Media Practice & Theory. Daniel has skills in graphic and web design, and he has already made some suggestions on how we can improve our on-line offering to Associates – watch this space!



...and a new baby!

Liam Charles, newborn son of our regular Marketing Assistant Hayley Blanning arrived on 27 January 2010, weighing 5lb 6ozs. Both Mother and baby are doing fine and for those of you who would like to go 'aahh', then here is a picture:



New Accidental Damage Certificates

New Accidental Damage certificates are now being issued. The Certificate itself has not changed and is completed in exactly the same way as before. What has changed is that the terms and conditions of the Accidental Damage Scheme are now included on the certificate itself, which means that practice staff no longer have to give out the separate terms and conditions leaflet. However, these leaflets are still available if required.

New Registration Forms

New registration forms have now arrived and are being issued, and you will notice that the design is a little different from the previous version. This is because each time Eyeplan re-prints the forms, we take the opportunity to review the contract in line with the latest advice that we have, and make any changes that are required.

The two principal changes to this form are:

1. The bank details are no longer recorded on the optician copy. This is in line with advice received on Data Protection.
2. The terms for the Eyeplan Complete Scheme are now incorporated on the form. If you do not operate Eyeplan Complete then this will have no impact and can be ignored.

There are also some minor wording changes, but importantly, the fundamental terms of the contract and the method of completion have not changed.

Stay right up to date with new developments with our *new* mailing list.

Here at Eyeplan we are bringing on a few innovations over the next few months to help develop our services for Associates. We would very much like to be able to communicate electronically with our Associates on a regular email basis, however, we are conscious that we should gain your permission before we do this. We shall be sending an e-mail requesting permission to those email addresses we have. If you do not receive an e-mail with an opt-in opt-out request, this means we do not have an email address for you. So if you would like to be included please e-mail your address to daniel.sartain@eyeplan.co.uk.

VATPlan – Eyeplan discount on membership

We mentioned in the last news letter that we have teamed up with our VAT Consultants *Academie Fiscale* (lead by Fred Cowgill, with whom some Associates will be familiar) to promote *VAT Plan*.



We believe *VAT Plan* is an excellent way of assessing your current VAT position and to help ensure that you are protected into the future. *VAT Plan* has already done some work with Eyeplan Associates, and they sent us this case study:

From Fred Cowgill

An optician, on the advice of his accountant, had since 1994 been accounting for VAT on 60% of the income received in respect of the dispensed spectacles, and although he treated his contact lens eye examination as exempt, accounted for standard rate VAT on his monthly contact lens charges.

In the early 1990's the optician had submitted a claim for a VAT refund through his accountant based upon 40% of his spectacle income, up to that time, being seen as taxable. This claim was met by HM Customs and Excise. The accountant however advised the optician to account for VAT in the future at 60% of his income and therefore have less chance of problems with Customs. The optician has not had a visit from that day to this and has been making VAT payments to HMRC each quarter.

We have been able to identify overpaid VAT in respect of the dispensed spectacles and contact lenses for the last 3 years and in future the optician will receive a repayment of VAT every quarter. Any question from HMRC on these VAT issues will be dealt with by us and should they require to visit the premises we will handle the visit on behalf of the optician. The optician will have a quiet life, but will now be paying the correct amount of tax.

If you would like further information on how to arrange for a VAT Health check for your business go to www.vatplan.co.uk or call Fred on 01934 444999

Not hearing from HMRC is not necessarily a good thing, your business could be over accounting for tax and you benefit from a review of the reliefs and apportionments you use.

VAT Plan has offered a £100 discount for Eyeplan Associates; please mention this when you give them a call.



contact us...01761 414142



contact us...info@eyeplan.co.uk