



DR. STEVE GIRISGEN & DR. H. KENNETH KOPOLOW

WebSystem3 Changes How Las Vegas ODs Do Business

Spotlight on Dr. Steve Girisgen & Dr. H. Kenneth Kopolow

For more than 15 years, Dr. Steve Girisgen and Dr. H. Kenneth Kopolow have been providing eye care to the greater Las Vegas area. Today, the duo serve their patients' growing eye care needs through six LensCrafters locations and three Pearl Vision centers.

To increase the efficiency of their growing practice the doctors turned to WebSystem3 for their patient communications.

Thanks to WebSystem3, the LensCrafters and Pearle Vision teams now have a cost-effective, easy-to-use, and virtually automatic patient-communication tool at their fingertips. Today, they are able to increase patient retention, generate new patient referrals and maximize the profitability of their practice, according to Christopher Moran, sales manager for the doctors' VIP Vision Plan. "WebSystem3 has affected our business in a number of areas," he says. "The reviews are working great for us. We get a ton of them, many of which are being posted online. That really helps our online presence."

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Saves Time

Communicating with patients electronically, the LensCrafter and Pearle Vision teams have saved time across the board in all offices. "We can email or text a patient when their glasses or contacts are ready," Moran says. "Being able to do that saves our staff time. We don't have to take time to call them. I like the dashboard feature the best. You can look and see what's going

Keeps the appointment book full

"WebSystem3 gives us a continual way to keep in contact with our patients until their next appointment," says Christopher Moran, sales manager for the doctors' VIP Vision Plan.

The Appointment Reminder email has boosted the number of patients who are rescheduling instead of not showing up.

And thanks to the 24-hour Email Reminder and the Two to Three Hour Text Reminder function, the LensCrafters and Pearle Vision teams have drastically reduced no shows.

"We get a lot of online appointments coming from the Recall emails," Moran says. "People get our email, click the link and request an appointment right there.

I like that it gives our offices three different appointment times that a patient has requested. It gives us more flexibility with our schedule."

on with any of our offices at any given time. The overall staff sentiment across all of our offices has been that WebSystem3 offers convenience.”

Stay in Touch with Patients

Using WebSystem3, offices create and send out electronic newsletters to all of their patients. “This helps us always stay in contact with our patients since we normally only see them once a year,” Moran says. “We can also do email blasts about specials we have or about any other news we want to share.”

Gauge Satisfaction and Loyalty

“WebSystem3’s surveys help us gauge the overall satisfaction of our patients and help us to see any patterns that are happening at any of our offices – good or bad,” Moran says. “The surveys also can help us correct any situations that may pop up with unhappy patients. These may have been situations that we may not have known about otherwise had they not taken the survey.”

Confident in Customer Support

“The support from the company is second to none,” Moran says. “If you have an opportunity to work with April on the customer service team, you’ll never want to work with another company. As a business you cannot ask for better support.”

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Even the birthday greetings are helpful to this practice. “Many patients write back thanking us for remembering their birthday.” Chris concluded. “Some say we are the only provider who remembers their birthday!”

Contact us today for your free consultation and WebSystem3 demonstration

916.934.5555

Visit www.WebSystem3.com

6 Ways WebSystem3 Connects You to Your Patients

1. Communications Customized to You

All communication with your patients is branded only to your practice.

2. Appointment Reminders

sent automatically at intervals you select. Patients can confirm appointments and complete patient forms in advance.

3. Recall System reads actual recall dates from your practice management software and sends up to three recall notices to patients due for reexamination.

4. Text Messaging

makes it easy to text appointment confirmations and last-minute openings.

5. Thank-You Emails

linked to patient satisfaction surveys sent immediately after your patients leave the office.

6. Software synchronizes throughout the day

with the majority of practice-management software systems. No need to enter information twice and actual appointment availability is updated.