

Eye Care Practice

How our campaigns drove high-value customers



Challenges

The eye care center needed to attract new patients and their families consistently, requiring a smart strategy to build long-term loyalty.



Solutions

- ✓ New Mover Gift Book
- ✓ New Mover Postcard
- ✓ Follow-Up Booklet
- ✓ Strategic Distribution List



Results

Since 1989, the clinic has acquired **2-3 new patients monthly** through Welcome Wagon campaigns. With the lifetime value of a family **surpassing \$25,000**, this long-term partnership has proven highly effective for patient acquisition and retention.



Key Metrics

2-3

New Families Monthly

\$25,000+

Customer Lifetime Value