

## Deluxe Package

The Deluxe package gives you the option to change...

- The photographs. Choose any personalized picture from our online library.
- The age groups. For example, 13-20 years old could be changed to 11-25 years old. (Limited to 5 groups)
- The letters can be changed to your liking. (Limit 950 characters including spaces)

ARE PERSONALIZED RECALL CARDS WORTH YOUR INVESTMENT? Instead of the old recall card telling them WHEN it is time for an eye exam, our recall program tells them WHY it is time for an exam. That will be the motivating factor for your patient to pick up the phone and call your office.

While these full color, glossy, personalized, 5.5 x 8.5 inch recall cards are more expensive than a simple, 3 x 5 postcard without a customized message; the impact on your response rate can be impressive. **If you see just one more patient a month from our recall card program it will pay for itself.** The typical practice sees 3400 patients a year and will send out 5000 recall notices each year with an average response rate of 35%\*. If you increase your recall response by only 10% using our program, you would see about 500 more patients a year. At a revenue of \$275 per patient\*, your practice will generate an additional \$137,500 each year. Better response rate increases are often achieved. That makes our recall program one of the most valuable internal marketing tools you could use to grow your practice.

\* (Per Management Business Academy-MBA statistics 2009)



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## Recall Cards

Over-sized  
(5½ x 8½)  
postcards with  
personalized  
images grabs  
attention

Personalized letters,  
based on each  
patients age and  
date of last exam,  
contains relevent  
info that they will  
respond to

Hi Jacob,	Your Company Name Here Address City, State Zip
Did you know that two whole years have gone by since we last checked your eyes? It's time to have an eye exam again. When you're growing as fast as you are right now things can change quickly. And if you are going to do well in school, you'll need good vision. We want to make sure that your eyes are healthy and still seeing well.	
Please have your mom or dad give our office a call at (Your Office Phone Number) so we can take a look at your eyes. See you soon!	Jacob Smith 1234 Visionary Ln. Denver, CO 12345
Your Company Name or Logo Here	
Address   City, State Zip   Phone Number   Web site / E-mail	

## Two packages available

The **Standard Package** offers a level of personalization tailored to suit most recall needs.

The **Deluxe Package** takes the personalization to the next level by allowing you to make changes to the cards where you see fit.

\*(See back for details)

Check inside for other photos available with the STANDARD package.

## Standard Package "Collection One"

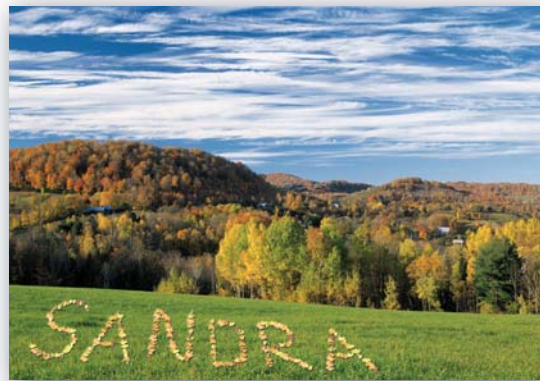
5 Personalized Pictures created for specific age groups



1-12 Years Old



13-20 Years Old



21-44 Years Old



45-64 Years Old



65 Years or Older

## Standard Package "Collection Two"

5 Personalized Pictures created for specific age groups



1-12 Years Old



13-20 Years Old



21-44 Years Old



45-64 Years Old



65 Years or Older

### Back print for Standard Package

One of 20 specific letters utilized based upon patient's age and date of last office visit

Your Office Information Here

Mailing Address

Your Company Name Here  
Address  
City, State Zip

Hi Jacob,

Did you know that two whole years have gone by since we last checked your eyes? It's time to have an eye exam again. When you're growing as fast as you are right now things can change quickly. And if you are going to do well in school, you'll need good vision. We want to make sure that your eyes are healthy and still seeing well.

Please have your mom or dad give our office a call at (Your Office Phone Number) so we can take a look at your eyes. See you soon!

Jacob Smith  
1234 Visionary Ln.  
Denver, CO 12345

Your Company Name or Logo Here

Address | City, State Zip | Phone Number | Web site / E-mail

www.visionaryresources.com

## Pricing

### Standard Package

Quantity	< 250	250	500	1000
	\$200/lot	\$.69/ea	\$.62/ea	\$.55/ea

Set up Fee - \$59.00. First order only.

### Deluxe Package

Quantity	< 250	250	500	1000
	\$225/lot	\$.79/ea	\$.72/ea	\$.65/ea

Set up Fee - \$149.00. First order only. Change Fee - \$20.00 ea