



Telephone  Hold.com

Eye Care Music On Hold Solutions

## EYE CARE MARKETING ON HOLD SYSTEM

Increased profits, guaranteed!

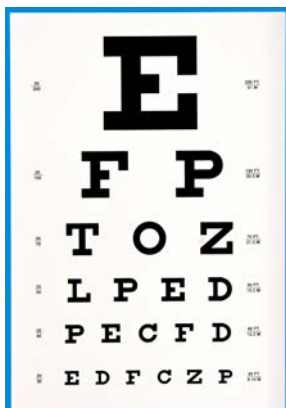


TELEPHONE ON HOLD  
EXPERTS IN EYE CARE MUSIC AND MESSAGES ON HOLD  
MONTVALE, NJ  
866-359-4653

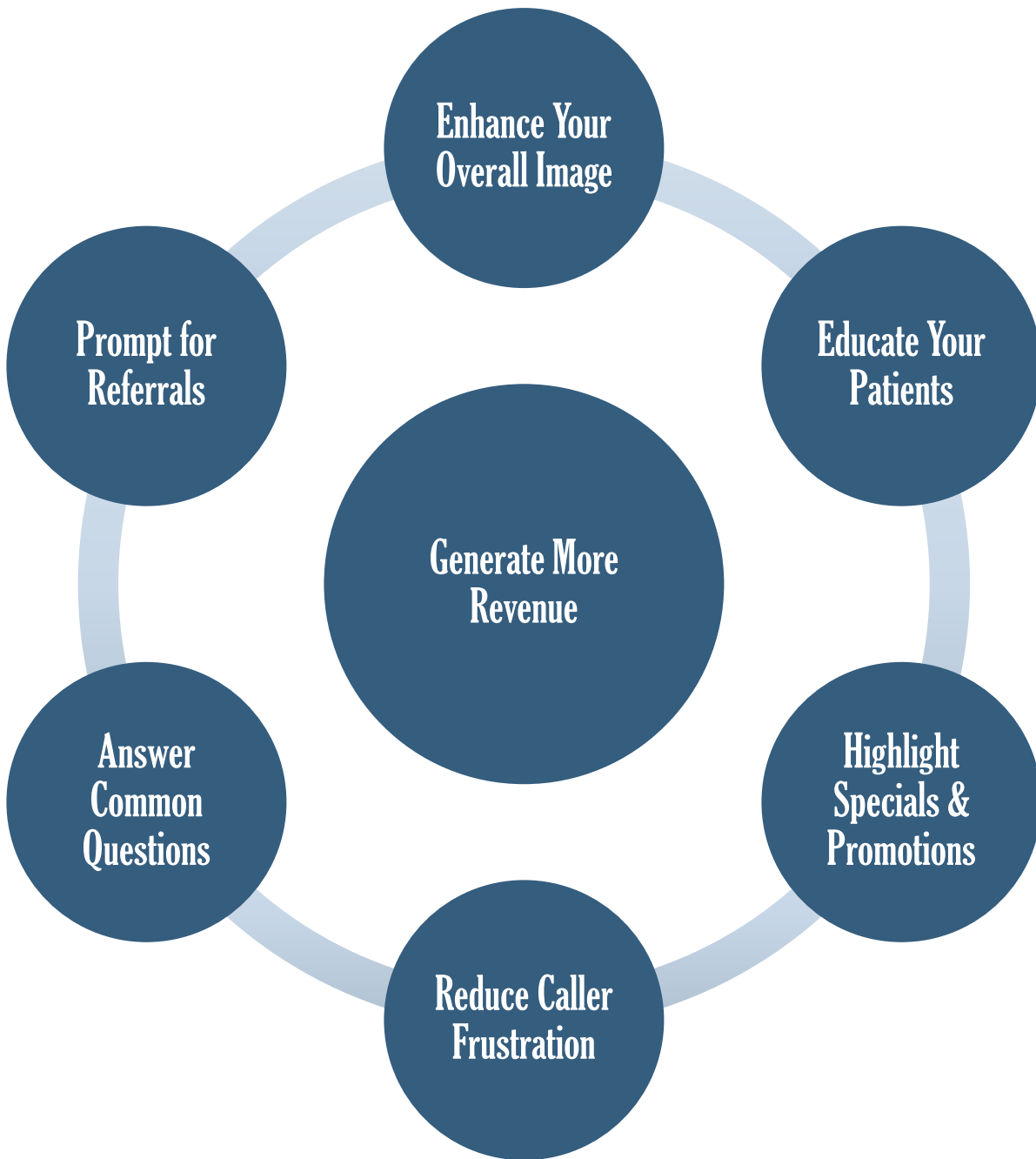
## TRUSTED EYE CARE MUSIC ON HOLD SOLUTIONS FOR THOUSANDS OF CLIENTS

- **IN-HOUSE PRODUCTION STUDIOS** for rapid production turnaround with attention to quality and detail
- **“SCRIPT LAB” CREATIVE DEPARTMENT** to create tailored marketing content for your practice
- **MORE THAN 40 YEARS** of audio expertise with outstanding customer service and support
- **LONG-STANDING MEMBER** of the On Hold Messaging Association
- **100% SATISFACTION GUARANTEE** – no questions asked
- **EQUIPMENT GUARANTEE** for digital on-hold playback equipment
- **VALUE-DRIVEN PRICES** – our national presence means you save

Eye Care Music On Hold – the most cost-effective method of advertising your services or products!



## WHAT WILL AN EYE CARE MUSIC ON HOLD SOLUTION BY TELEPHONE ON HOLD DO FOR YOUR PRACTICE?



**A PRO TIP FROM TELEPHONE ON HOLD:** On hold messages can educate patients about additional services such as LASIK or Botox.



# EYE CARE MUSIC ON HOLD MESSAGES ARE AS EASY AS 1, 2, 3. A REMARKABLY SIMPLE PROCESS WITH IMPRESSIVE RESULTS.

## 1. INTERVIEW:

Complete a brief consultation to help us learn about your office.

## 2. SCRIPT

Approve a professionally written script custom-drafted just for your office.

## 3. STUDIO

Select your voice & background music and watch your message on hold program come to life!



## 10 MUSTS FOR YOUR MUSIC ON-HOLD COMPANY

**EXPERIENCE!** Thousands of businesses trust us.

**OHMA MEMBERSHIP!** Elected to the OHMA board of governors.

**IN-HOUSE STUDIO!** Quick turnaround with quality assurance.

**SCRIPTWRITING TEAM! CONTENT IS KEY!** The right message will get results!

**VALUE!** See an impressive R.O.I. with honest, fair pricing.

**EQUIPMENT OPTIONS!** Flexibility for your specific update & system needs.

**FULL-SERVICE SUPPORT!** One call will handle all of your needs.

**FLEXIBLE OPTIONS!** Not everyone needs the same solution.

**CLIENTS WHO RAVE!** Our clients love us. (Check out our testimonials.)

**100% SATISFACTION GUARANTEE!**



## The Eye Care On Hold Music and Marketing Experts

Ophthalmologists understand the value of their phone calls. The telephone is the lifeline of their business. Appointments are set, inquiries are made, and appointments are being confirmed or shifted. Over 70% of callers to eye care professionals are placed on-hold. And, the average hold time is over 40-seconds. This is an opportunity to communicate, educate and impress your patients with a professionally produced music and messaging on-hold solution.

A properly created music on-hold campaign will complement all your office's external marketing efforts; from radio and TV to print and social media, it will all come together with a timely, impressive program written just for your office and updated on your schedule. Whether they are calling for an appointment or an initial treatment inquiry, you can “wow” them with an amazing on-hold experience from Telephone On Hold. Reinforce the benefits of regular vision exams, cataract surgery, optical lab offerings, and much more!

### Here's what Telephone On Hold's Eye Care On-Hold Marketing can do for your office:

1. Create a comfortable, luxurious, and relaxing audio environment for your patients. It's no secret that callers can be anxious - so this is a great time to comfort patients and create a professional image.
2. Generate more revenue for your office. Utilize this as an opportunity to educate patients about all that your office has to offer! Common topics include Lasik surgery, contacts and lenses, the importance of regular exams, children's ophthalmology, glaucoma treatment, implantable lenses, outpatient surgery. As well, share with your patients about all of the surgical and non-surgical cosmetic offerings that are currently available at your office including injectables.
3. Dramatically reduce your no-shows. Use your on-hold solution to tell your patients about your cancellation policy and watch your no-shows decrease. This will reinforce the importance of keeping scheduled appointments and treatments.
4. Increase referrals and word of mouth advertising by telling your patients about your “referral program!”
5. Educate your patients about lesser-known services. Maybe they know about your optical lab, but do they know about your available Botox treatments? Let your on-hold marketing system tell them about it!
6. Use this as an opportunity to brag about the credentials of the doctor including board certifications, continuing education, and much more.
7. Highlight new technology and up and coming treatment options. This is a captive audience! Who wouldn't want to hear about what's new?
8. Reduce caller frustration and caller abandonment by making the time productive for your callers. Also, use this as an opportunity to share with your patients about your financing options. Allay financial fears!
9. Enhance the overall image of your office. After all, this will likely be the first impression your patients have of your office. Remember, the first impression is the lasting one.

**Call today to learn more about the Eye Care On-Hold Profit System. 1-866-359-4653.**

Read more from satisfied clients by visiting our [testimonials page](#).



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