What is The ON Advantage?

- ON is a national, regional, and local media buying cooperative and marketing program to help ophthalmologists generate more patient referrals
- ON is an exclusive, concierge-level patient referral service available to only 50% of the ophthalmologists in each defined region
  - Exclusive to ophthalmologists only
- ON is offered on a first-come, first-served basis
- ON combines the power of the most memorable toll-free number in healthcare, 1-800-DOCTORS, with an extensive national, regional, and local advertising and promotional campaign
- ON can help you create a competitive advantage and differentiate your practice from:
  - Other ophthalmologists
  - Optometrists
  - Large chains (eg, LensCrafters, Sears, Pearl Vision, Walmart)
- ON helps educate consumers on the unique advantages of ophthalmology care

Why does ON make sense in today’s healthcare environment?

The ON Advantage is specifically designed for highly mobile, busy consumers, helping people find high-quality, trusted medical care more easily
- Every year, millions of consumers schedule first-time visits with an eye care professional
- ON gives your practice a competitive advantage, helping you connect with more patients in more ways

To learn more about how you can get The ON Advantage, call 1-800-DOCTORS and join today
The ON Advantage

Our personalized Eye Care Concierge Service manages all the details to bring qualified referral patients into your practice

How does 1-800-DOCTORS Ophthalmology Network (ON) work for patients?

○ Potential patients become aware of the program through coordinated and targeted multi-channel advertising campaigns

○ Promotional messages help to increase disease awareness in potential patients who have latent or underlying conditions, such as glaucoma, cataracts, macular degeneration, diabetic retinopathy, dry eye, and ocular allergy

○ Patients call 1-800-DOCTORS—the most memorable number in healthcare

  • A 1-800-DOCTORS Eye Care Concierge works with the patient to identify specific needs such as insurance coverage, condition, office hours, and driving distance, matching them with a local member ophthalmology practice

  • The Eye Care Concierge makes the appointment for the patient with the ophthalmologist that best meets their needs

What is the value of The ON Advantage?

○ Give your practice a comprehensive marketing campaign for the price of a yellow pages ad

The most memorable number in healthcare

1-800-DOCTORS

Programs will be customized based on local market needs.

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