



Recall Cards

**Over-sized postcards
5½ x 8½ inch with
personalized images
captures attention**

**Personalized messages,
based on the patients
age and date of last exam,
contains relevant 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!			
Your Company Name or Logo Here		Jacob Smith 1234 Visionary Ln. Denver, CO 12345	
Address	City, State Zip	Phone Number	Web site / E-mail

Available Options

The ***Standard Package 1 or Standard Package 2*** offers a ***pre-selected*** group of personalized photos, age groups and messages tailored to suit most recall needs.

The ***Deluxe Package*** allows you to ***fully customize*** your order. Select different photos from the Deluxe Photo Library for the front of the card and change messages on the back.

Standard Package 1

Pre-selected photos (shown), age groups and messages



1–12 Years Old



13–20 Years Old



21–44 Years Old



45–64 Years Old



65 Years or Older

Information printed on back of Standard Package

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 Clinic Phone Number)** so we can take a look at your eyes. See you soon!

Your Clinic Name or Logo Here

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

Your Clinic Name Here
Address
City, State Zip

Jacob Smith
1234 Visionary Ln.
Denver, CO 12345

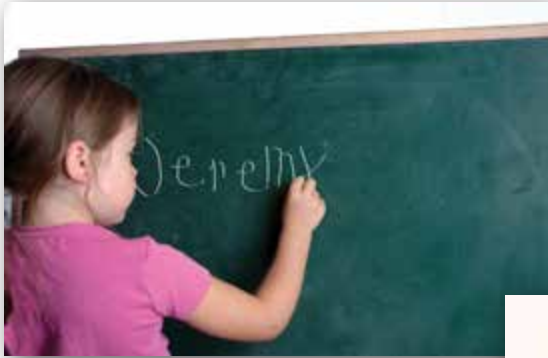
***1 of 20 specific messages
based upon patient's age
and date of last exam***

Your Clinic Information

Patient Mailing Address

Standard Package 2

Pre-selected photos (shown), age groups and messages



1–12 Years Old



13–20 Years Old



21–44 Years Old



45–64 Years Old



65 Years or Older

Deluxe Package

The Deluxe Package gives you the option to fully customize...

- The **photographs**. Choose any personalized picture from the Deluxe Photo Library. Visit www.zieglervm.com to view images online.
- The **age groups**. For example, 13-20 years old can be changed to 11-25 years old. (Limited to 5 age groups)
- The **message(s) on the back** of the card. (Limit 950 characters)

Pricing

Standard Package

Less than 250 = \$240.00

250–499 = \$0.83/ea.

500–999 = \$0.74/ea.

1000 and up = \$0.66/ea.

Setup Fee

One-time setup fee of \$69.00
for artwork and proofs

Deluxe Package

Less than 250 = \$270.00

250–499 = \$0.95/ea.

500–999 = \$0.86/ea.

1000 and up = \$0.78/ea.

Setup Fee

One-time setup fee of \$169.00
for artwork and proofs

Re-order Change Fee

\$22.00 for revisions

Are Personalized Recall Cards Worth Your Investment?

Instead of the old recall card telling patients 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 inch 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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