



Power Up Your Patient Experience

smartbook

POWERED BY 4PATIENTCARE AND ESSILOR

Introducing SmartBook an innovative program that combines three powerful digital marketing tools to modernize your practice:



Sophisticated Advertising: Supercharge your Essilor Experts marketing with artificial intelligence that improves web advertising, driving patients primed to purchase premium products to book appointments.



Convenient Online Booking: Give patients the ability to book open appointments online, making it more likely for them choose your practice.



Comprehensive Patient Communication Services: Streamline repetitive tasks with automatic appointment reminders, product pick up notifications, and more. Plus, encourage patients to visit your practice and purchase premium products with personalized recall notes and seasonal campaigns.

When you join SmartBook you can expect to:



Capture *additional* patient traffic, even outside office hours.



Reduce the number of no-shows to keep your exam book full.



Increase Capture Rate and Average Sales Prices with personalized messaging designed to educate patients on premium lenses.



Increase the frequency of repeat visits by recalling patients for yearly eye exams and personalizing seasonal campaigns.

Ready to sign up or want to learn more?

Email smartbook@essilorusa.com

Not yet an Essilor Experts practice?

Talk to your Essilor Sales Rep to enroll and access these exclusive benefits.

SmartBook offers a comprehensive suite of features that no competitor can match



Standard at no additional cost



Exclusive to SmartBook



May be included at an additional cost

	Other Solutions	smartbook <small>POWERED BY 4PATIENTCARE AND ESSLOR</small>
Online Appointment Booking linked on your practice website to track appointment requests and provide limited data transfer to your PMS*	?	✓
Automated Appointment Reminders to reach patients through text, phone, and email to reduce the number of no shows	?	✓
No Show Reminders to ensure that in the unlikely event that a patient misses an appointment, that they are quickly rebooked	?	✓
Post Exam Surveys to build a strong online reputation with positive Google Business reviews and to manage negative reviews privately to lessen the risk of a costly public negative review	?	✓
Product Pick up Reminders to automate the repetitive task of calling patients repeatedly, freeing up your staff to focus on patient care	?	✓
Pre Book Annual Exam lets your practice book your patient's next annual exam a year in advance, increasing patient loyalty to your practice while improving their vision care	?	✓
Recall Messaging reminds your patients of their annual eye exam with text, voice, and email reminders increasing the frequency of patient visits	?	✓
Media and Advertising SmartBook leverages Essilor's marketing to find, educate, and drive over 2 million patients to participating Essilor Experts™ practices each year*		+
Seasonal Patient Engagement Campaigns educate and prime patients to buy when they come in, aimed to create customer longevity and loyalty		+
Enhanced Locator Experience on the Essilor ECP Locator which allows patients to book appointments at their convenience directly on your practice locator listing*		+

THE END RESULT: SmartBook is the right choice for all Essilor Experts. It helps you capture additional patient traffic, grow practice revenue, and increase the frequency of repurchases.

*Denotes features of SmartBook that can be used in conjunction with a competitive solution.