

# Enclave Vision leverages Weave Email Marketing for incredible ROI.



## Challenge

**Facilitating effective patient communication: whether for after-hours emergencies, answering insurance questions, or keeping patients safe during COVID.**

Enclave Vision Associates was a Weave early adopter. Starting in 2014, they used Weave to replace several phone lines - one of which forwarded to a cell number - and their fax line. Since then they've used Weave to facilitate convenient communication, be through automated SMS appointment reminders, asking questions over text to skip the phone tag, or sending email newsletters.

Like many optometry practices, maintaining effective communication was key to operating during and post-COVID: both when they closed for all non-emergency services, and when they reopened following proper safety procedures.

“

We sent out a single email newsletter right before we closed letting patients know that we were expecting a contact shortage, and if they needed a refill, they should stock up. We sold \$20k in contacts from that single campaign.”

Dr. Montgomery, O.D.—Founder, Enclave Vision Associates



## Results

**\$20,000**

revenue

Generated from a single email campaign at the beginning of COVID

**20%+**

decrease in no-shows

Percent of no-shows decreased through automated appointment reminders



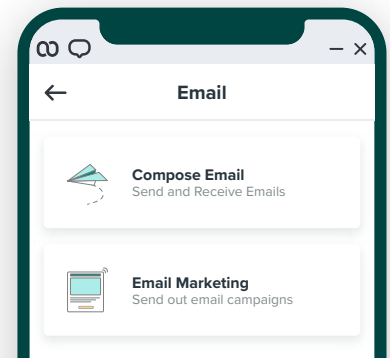
**Saved staff time**

Set up a phone tree to intercept robo-calls so staff aren't glued to phones

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**With automated appointment reminders our schedule is much more steady and even. We've decreased no-shows by over 20%, and if a patient can't make it, they can tell us so we can fill that slot last-minute.”**

**Dr. Montgomery, O.D.**—Founder, Enclave Vision Associates



### Keeping patients supplied with contacts during a pandemic

Near the beginning of the COVID outbreak, Dr. Montgomery and her staff noticed that many of her contact lens manufacturers were shut down, and their orders were starting to go on backorder. This could be an issue for patients with disposable lenses, particularly those without many left.

She used Weave's new Email Marketing feature to send a newsletter to all her patients who order contacts, letting them know during COVID that there might be an upcoming shortage and that if they had <90 days left, they should think about stocking up. They sold \$20k in lenses from that single campaign. Just as importantly, Enclave Vision Associates generated critical cash flow the week before all optometry practices were required to temporarily close.

### Streamlined, effective communication

Prior to using Weave, Enclave Vision Associates was paying for several phone lines, plus a fax line, to manage all their patient communication. Since these were landlines, they were unable to text patients; to take after-hours emergency calls they forwarded a separate landline to a cell phone.

With Weave, they've dramatically streamlined their communications while simultaneously decreasing no-shows. All their phone lines are set up through Weave, and they can take and place calls on any smartphone through Weave's mobile app. They also use Weave's fax feature to send and receive faxes all through the Weave application: no more printing and scanning.

Even better, by sending an automated text appointment reminder a few hours before a patient's appointment, they decreased no-shows by over 20%. And since patients can reply to the text if they can't make it, Enclave Vision Associates still has the opportunity to fill that empty slot from a list of patients they keep in the Weave application for quick fill.