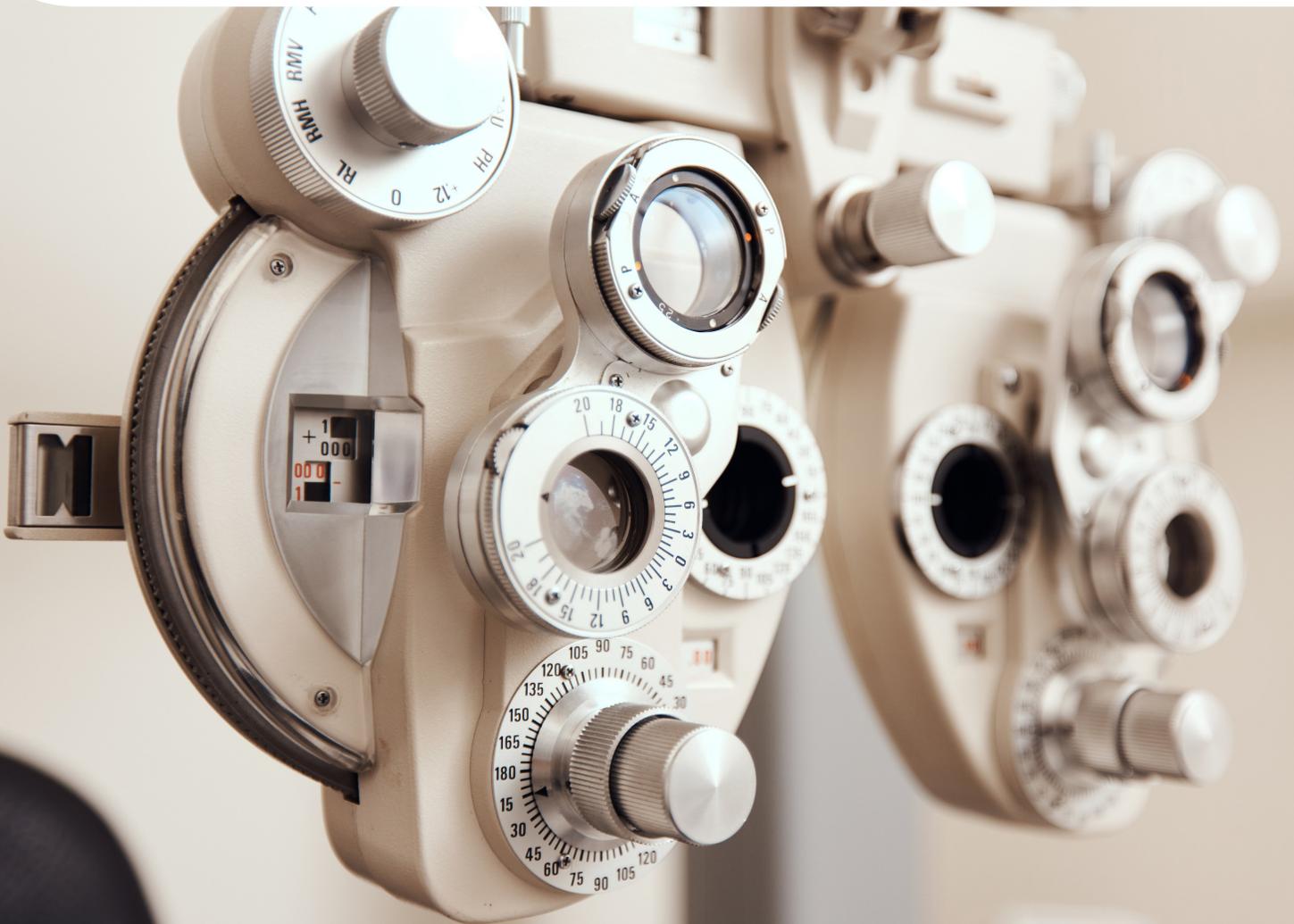


**Success from Scratch: How Dr. Semma's practice made \$70,000 in his first year using Weave's recall reminders.**



# Introduction

Dr. Semma had been practicing Optometry for several years before he decided that it was time for him to open his own practice. He had experience working with Solution Reach and archaic landline phones and processes. But when it came time to open his own practice, he wanted to upgrade his communication software. He chose Weave.

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\$70,000 in his first year  
using Weave's recall  
reminders.

**\$70K**  
**of earnings**

## Google Reviews

Opening a practice cold is difficult; you have to develop a customer base from scratch with next to no budget. Dr. Semma found that Weave and Weave's Google Reviews was a big part of his strategy to get more patients. "Reviews have been huge for us. As a cold start we are very lean with our marketing budget. I don't have thousands of dollars I can spend on ads every month. With Google Reviews it propelled us... we started creeping into the first page on search results and have continued to rise higher."

Using Weave's built in reviews function he would have a text automatically sent out that invites customers to review their visit. Using this

product and strategy he **was able to generate 117 reviews all of which were 5 stars.** "It was like free marketing itself."

"I'm paying for the software already... I just need to use it to its full advantage."

Building up reviews proved successful as 70% of Dr. Semma's customers reference his online reviews as a reason that they came to see him. The power of a simple text automation led massively to the growth of his customer base.



# 70%

of Dr. Semma's customers reference his online reviews.





## Recall Reminders

Recall Reminders were another huge key to Dr. Semma's success in opening his practice cold. After a customer would come to his office the challenge begins of how to help them remain consistent customers. He made use of Weave's recall reminders to send automated messages to his customers to schedule their annual appointments. In his first year of owning his practice the recall reminders booked him \$70,000 in business. In his last 6 months it's done \$42,000 in revenue. "It just simplifies everything."

Helping customers remember to schedule yearly exams can be one of the biggest opportunities doctors miss for additional revenue.

"Glasses patients don't come back as often as your contact patients... Maybe every 18 to 24 months. If you think about the cost you're paying for Weave vs the money it helped me generate, my revenue, not only is it doing my recalls, it's doing my entire phone system... it's almost a bargain."

## Appointment Reminders

Appointment reminders had an equally important effect on Dr. Semma's business. No shows are more than wasted time, they're wasted revenue opportunities. Frequent no shows can be detrimental to a practice, especially a new one trying to build its patient base.

"I remember in my last office I used to have 1 or 2 patients no show a day. It was wild and it was just because we were manually calling people to confirm their appointments. Because Weave is doing it so often with its software and it's automated now, I have maybe 1 no show every 2 weeks. And I don't have to delegate it to anybody."

## Let Weave do the work

If your optometry office is looking for a better patient engagement system or technology to help make the daily tasks of your team easier, check out what Weave has to offer. Schedule a free demo or take a look at our customer stories here to find out from real people how Weave can make a big difference for you and your team.

**Weave gives your practice the tools it needs to deliver a better experience for you, your staff and your clients.**



See firsthand how  
Weave can simplify your  
office today.

Schedule a demo