

RETENTION MARKETING DONE FOR YOU



Your patients trust you.

How are you keeping them informed of:

- New Product Technology?
- Annual hearing checks?
- Warranty expiration dates?
- etc...

If your office doesn't have the time or resources to notify your patients, let ESCO Marketing do the work for you! Hearing practices that utilize a multi-touch patient engagement model have been shown to be the most successful. However, managing a successful retention program can be a laborious and disjointed process if not broken into basic steps.

By utilizing a 3, 6 or 9 touch-point process, ESCO will take the stress and hassle out of your patient notifications. We developed this program to make patient retention simple and cost effective for you.

The ESCO multi touch-point programs have so much to offer:

- 100% Automated - we schedule, print, and mail your patients for you
- Highly Competitive pricing
- Easy, proven programs
- Quick turn times available on all products
- Fully customized options available
- Online Marketing Storefront - loaded with retention and lead generation ideas/solutions

3, 6, or 9 Touch-point Retention Programs



A simple, inexpensive, and effective way to stay in contact with your patients.

3 Touch-points per year will:

- Keep your office top of mind
- Provide patient data clean up
- Reduce costs

Mix and match your touch-points from ESCO's vast collection of assets, or let us help you decide.

With just a few more touch-points, you're office is now in contact with each patient 6 times per year.

6 Touch-points per year will:

- Deliver quality content and information
- Show a measurable ROI
- Provide patient data clean up
- Increases Brand Awareness
- Minimize impact on staff



For those offices looking to ensure complete patient satisfaction. The 9 touch-point program provides a comprehensive solution.

9 Touch-points per year will:

- Deliver quality content and information
- Ensure patient satisfaction
- Keep your office top of mind
- Provide patient data clean up
- Increases Brand Awareness
- Minimize impact to staff
- Reduce costs
- Provide a significant increase in yearly sales

