

The logo for Cataract Laser University (CLU) features the letters 'CLU' in a large, blue, sans-serif font. A thin horizontal line is positioned below the letters.

*Cataract Laser University*

## SUPERIOR TECHNOLOGY & SUPERIOR PRACTICE SUPPORT

When selecting a femtosecond cataract laser for your practice, it is not only important to consider the technology, but also to consider how well you will be able to maximize the benefits of the technology within your practice. To help you optimize utilization and effectively grow your business and master your practice brand, LENSAR® offers extensive practice development to support the adoption of the superior LENSAR Laser System.

### The LENSAR Practice Development Specialist (PDS)

When you choose the LENSAR Laser, your practice will be assigned a dedicated PDS with years of extensive practice development experience in the ophthalmology industry who will be committed to your success. Specifically, your PDS will provide the following support and services:

#### Technology Implementation

- Practice education
- Key message alignment

#### Staff Training/Development

- Staff assessment
- Phone training
- Sales training
- Patient counselor training
- Staff motivation
- Reward & recognition development

#### Internal Marketing Development

- Patient experience training
- Maximizing patient flow (practice)
- Lead tracking systems

#### Awareness

- Phone training
- On-hold message development
- External marketing plan development

- Print ad development
- PR planning
- PR material development
- Direct mail development
- Radio script development
- TV script development
- Newsletter content development
- Community article development
- CRM plan development

#### Patient Education

- Practice website development
- Poster development
- Practice fact sheet development
- Practice brochure development
- Patient video development
- Patient counseling script development
- Patient counseling material development
- Patient seminar planning
- Patient seminar material development

#### Referral Network Development

- OD network plan development
- OD education seminar planning
- Corporate vision program development

#### Advocacy

- Patient satisfaction survey development
- Referral letter development
- Email campaign development
- Social network plan development



**LENSAR**  
CATARACT LASER WITH AUGMENTED REALITY