



# Amanda Barker Assell, OD

## Advanced Family Eye Care, Denver, NC

### A MaximEyes and Demandforce Success Story

## Practice Profile

Advanced Family Eye Care is a four-doctor optometry practice that offers an eyewear gallery and specializes in low vision rehab, ocular disease and trauma, pediatric vision care, and vision therapy.

### Practice Stats

- **Doctors:** 4
- **Staff:** 13
- **Patient Volume Per Day:** 50-70
- **Office Locations:** 1
- **Workstations:** 30
- **MaximEyes Customer Since:** 2003
- **Demandforce Customer Since:** 2011
- [www.seeadvanced.com](http://www.seeadvanced.com)
- [www.facebook.com/afecnc](http://www.facebook.com/afecnc)

## Integration Drives Customer Retention and Enhances Marketing Campaigns



Every day Advanced Eye Care goes above and beyond to ensure doctors and staff provide the best service and care possible to patients. Their goal is to surpass expectations and to earn a patient's loyalty for life. To make this happen, Advanced Eye Care needs a reliable patient communication and practice management system that works together seamlessly. Spend a few minutes with Dr. Amanda Barker Assell and find out how the Demandforce-MaximEyes integration helps her practice drive customer retention, promote loyalty, and improve morale for her staff.

### Why We Switched to Demandforce

We needed a system that would easily monitor our automated patient recalls, allow us to send emails to our patients for appointment reminders, and to schedule new appointments. What we had in place was not delivering positive results. We found that Demandforce is the best system and we love that it integrates with MaximEyes.

### Nightly Data Sync with MaximEyes

Being able to integrate our patient demographics, appointments and billing from MaximEyes to Demandforce has made life so much easier and reduces human error. The billing data gives us good feedback on revenue and we can easily track gross revenue attributed to Demandforce-generated appointments. It's also great to see which patients are strong supporters.

### Alleviates Marketing Pain Points

Before we started using Demandforce, our marketing pain point was how to better manage pre-appointed patients and maintain a profitable recall system. Patients love that we use Demandforce emails and text messages to let them know their contacts and glasses are ready for pickup.

In addition, using email and text messaging for appointment reminders greatly improves productivity and efficiency in our office—staff don't have to contact every

patient now and they love that. We also send out monthly marketing campaigns to help promote our products, services, upcoming events, and eye care education.

### Certified Reviews Build Trust

Our practice website and Facebook® web page help us stay in touch with patients after they leave the office. We currently use Demandforce social media apps that post certified reviews and provide a way to easily request an appointment online. We proudly post more than 1,000 positive reviews and this is possible with the Demandforce Review tool.

Our patients can trust the reviews that are posted on both our Facebook and practice website from our satisfaction surveys as they are certified by Demandforce. Since Demandforce syncs with MaximEyes, they certify the reviews are from real patients, even when a review is posted anonymously, by matching a review with an actual visit. Before Demandforce posts a review, we can always respond in writing to our patients or request removal of a review.

Every month we send reviews to our staff so they can see what patients are saying. We read comments that name a specific person at staff meetings as this builds morale. The reviews also help our staff know what we can improve on as providing excellent customer service, every time, is important to our practice.

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