



## CUSTOMER SUCCESSES

### ACT! Helps VISX and their Clients Market Their Practice

How do you encourage your clients to make a significant investment in high-tech medical equipment? Find a way to help them better market their services so that they see a quicker Return on Investment.

VISX has been successfully using a customized version of ACT! for years to keep track of their prospects and provide better service for their clients. So they turned to Cornerstone Solutions ([www.cornerstonesolutions.com](http://www.cornerstonesolutions.com)) once again to help them design an ACT! database that their lasik eye surgeon clients could use to more effectively market their practices.

So now, with the delivery of every laser vision correction system, VISX Business Development Representatives also deliver a customized version of an ACT! database shell that the refractive practice can use to help effectively move prospects through the decision making process using a great marketing system. The customizations also provide a way to track pre-op and post-op results of their clients. The VISX SMART layout databases have been rolled out to hundreds of practices all over the United States and enables the refractive practices to hit the ground running, helping to increase the utilization of their equipment investment.

A series of ready-made templates and reports were also developed. Marketing directors can select from over 30 custom VISX templates to generate reports on the information recorded about potential patients and the referring and com-management physicians. Reports are also available to provide summaries of consultations, seminar attendance, and specific phone call lists (e.g., missed appointments, surgery schedules, patients who are being co-managed and non-responders to previous contact), client conversions by consultant, patient status reports and surgery follow-up lists.

The VISX corporate goal is to provide the lead in manufacturing and technology for laser vision correction. We asked them why they chose ACT! instead of developing their own system. "We would find it most difficult – if not impossible – to inexpensively provide a product as user friendly, versatile and powerful as ACT! We recognize that contact management software development and support is not our expertise. So instead, we put our collective experience, thoughts and ideas together to develop a specialized layout for ACT! that we could provide at no cost to all VISX customers. ACT! is a powerful, flexible – and above all – **EASY TO USE** software program.

### Key Achievements

- Improved communication and information sharing between Sales and Customer Service Reps
- In addition to using ACT! internally, VISX commissioned the creation of an ACT! database to give to Ophthalmologists (who use the VISX lasik equipment) to use as a tool to market their practices.
- Developed a customized layout for VISX, which mimicked their web presence.

### Customer Summary

- VISX is a world-class market leader recognized for innovation and breakthrough technology in laser vision correction.

