



LA Sight Enhances Vision with GoldMine® and Web site Integration

Recognized as a leader in his industry and as one of “LA’s Best Doctors” (*Los Angeles Magazine*), Dr. David Wallace has a unique vision for LA Sight Medical Center, his ophthalmology practice and laser center. Beyond his surgical expertise, Dr. Wallace has an eye for creative marketing and top-tier customer service – two areas that have changed medical practice significantly in the Internet age.

“In the old days, a potential client’s first impression of a professional’s office occurred with the first phone call. Now, their first impression is what they see on your Web site,” Dr. Wallace said. “This is a huge paradigm shift, so the site must be approachable, easy to browse, content rich and patient-oriented.”

Based on that philosophy, the center provides an informative, interactive Web site that caters to patients. LA-Sight.com has been recognized one of the nation’s “Best LASIK sites” with more than 120 pages of content. Site visitors can educate themselves about lasers, vision correction and other common eye conditions; and read testimonials from a database of more than 200 patients who have had vision correction care at the center.

Capturing Web Data in GoldMine

Providing excellent information, first-rate patient care and a profoundly positive client experience are hallmarks of the center. As critical to success as this customer-focused “front end” may be, Dr. Wallace has also recognized the vital importance of automated “back-end” systems for tracking activities, measuring results and monitoring client progress through each step of the process.

To implement this vision, LA Sight looked to FrontRange Solutions partner Relationship Automation, which installed and customized GoldMine® Corporate Edition 6.7. “I picked GoldMine because the LASIK business is

all about customer relationship management,” Dr. Wallace said. “GoldMine offered us the backbone of an excellent Windows-based CRM product with SQL compatibility.”

Through integration of GoldMine with the center’s Web site, when visitors fill out an online inquiry request, that data is imported into Goldmine for follow-up by staff. Patients can also complete a detailed and confidential online registration process via secure server, which eliminates the pen-and-clipboard process used by most medical practices at time of first visit. Client information and details of client communications are saved directly in the CRM system using GoldMine’s Web Import. Staff prints this information using GoldMine’s link to Microsoft Word, and when the client arrives, the printed information is submitted to each patient for their review and signature. This automated online registration process frees the staff to focus on patient needs other than filling out paperwork.

LA Sight operates its own Web hosting server, which is able to collect anonymous tracking data about page hits, browsing habits, and referral traffic from specific online partner sites and other important data. On the Web server, sophisticated referral traffic monitoring allows LA Sight to meter and determine which (online and other) referral sources are working well, and which ones are not. On the CRM/GoldMine office server side, tracking systems monitor every step in the inquiry-to-sale process, from marketing and lead acquisition to scheduling, evaluation, counseling, rendering of care and follow-up.

In GoldMine, the staff also manages all scheduling, e-mail correspondence and the history of correspondence with patients. Relationship Automation customized the system to update status fields in GoldMine when certain milestones have been achieved, such as setting up a consultation. Not only does this allow the entire staff to

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see the status of any patient at a glance, but it also enforces consistent record keeping for the center and enforces consistent record keeping for the center and supports automated communications based on the patient's status.

Automating Patient Communications

Automated processes in GoldMine also drive initiatives designed to enhance patient service and office productivity. Birthday greetings are automatically e-mailed on patients' birthdays, and each patient receives a phone call and an automated e-mail reminder about every appointment – a step that has helped reduce missed appointments and increase productivity for the staff.

To better serve its customers during busy periods and after hours, LA Sight maintains a relationship with an off-site call center. Overflow and after-hours calls can be handled by experienced phone counselors who connect to the office's GoldMine system remotely via Windows Remote Desktop Connection and securely as a result of extensive security measures implemented by Relationship Automation. The same technology lets LA Sight staff work conveniently from home after hours as well.

Seeing the Numbers

Relationship Automation also tied GoldMine with the vision center's accounting/billing system. Using MSSQL-stored procedures, contacts in GoldMine are linked with the center's Centricity billing and accounting system, a GE Healthcare product, ensuring that both systems have consistent and updated patient data. Through extensive planning, Relationship Automation completed the Centricity integration on time and under budget, with minimal disruption to the vision center's business operations.

Customized reporting helps the staff stay on top of appointments and measure results. The entire clinic staff works from a modified

calendar report to print the daily appointment list. All doctors and technicians work from this calendar, which eliminates double booking and other scheduling errors. Relationship Automation also developed productivity and marketing reports using Microsoft SQL tools so that Dr. Wallace can easily evaluate his staff and set performance goals.

LA Sight can easily compare weekly online inquiries, consultations, surgeries, and follow-ups against previous periods. Other queries track referrals from other physicians and the Web site, allowing the center to identify, cultivate and maintain successful referral relationships.

The center's extensive efforts have paid off. LA Sight has grown at a rate of 50 percent per year for the past three years — triple the national average for year-over-year growth for laser vision centers. The center's Web site has been so successful that other practices have contacted Dr. Wallace to license clone sites for their respective use. Dr. Wallace considers GoldMine and Relationship Automation "mission critical" to achieving his vision. "We have a terrific relationship with Mark Durrant (principal of Relationship Automation), who has helped tailor GoldMine to the growing needs of our practice," Dr. Wallace said.

Dr. Wallace is careful to point out that his core business is patient care. Personalized care, attention to detail and commitment to excellence are the hallmarks of the practice, not slick marketing, a cool Web site or well-conceived systems integration, however important they may be in the process. Through a combined effort involving all staff and systems, including GoldMine and Relationship Automation, the center is able to provide great patient care in a friendly and efficient environment, cultivating both professional credibility and the perception of value.

AT A GLANCE

Customer:
LA Sight Medical Center

Industry:
Ophthalmology and laser vision correction

Employees: 9
GoldMine users: 8

Products:
GoldMine® CE 6.7

FrontRange Solutions Partner:
Relationship Automation

GoldMine Business Benefits:

Triple the average year-over-year growth of U.S. laser vision corrections centers for LA Sight.

Integration with Web portal and its billing/ accounting system means seamless data interchange

GoldMine tracks patient contacts, schedules and sales, and also records every step in the clinic's marketing process from first contact and lead acquisition to patient consultation and evaluation, counseling, qualifying, scheduling and follow-up.

Saved time, fewer missed appointments and enhanced customer service with automated reminders and other messages such as e-mailed birthday greetings.

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About Relationship Automation

Relationship Automation was founded in 2001 by Mark Durrant, a former technical director at FrontRange Solutions. Proud to be an Authorized GoldMine Solutions Partner, Relationship Automation specializes in customer relationship management systems, sales force automation and Internet lead systems for small and mid-sized businesses. For more information, call (800) 261-6271 or visit www.relationshipautomation.com.

About FrontRange Solutions

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.2 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME) and distributed enterprise organizations include: GoldMine® for business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL standards-based modules for complete service management; Communication Management including IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a company's assets. Customers representing 44 percent of the *Fortune* 100 and 76 percent of the FTSE 100, include Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, Campbell Soup, Avaya, Bechtel Corp, Bank of America, and Turner News Network. For more information, call (800) 776-7889 or visit www.frontrange.com.

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