

Your Path to Success for Dry Eye and Aesthetics

INTRODUCING



Powered in Partnership

At the core of 'LinkEd' are two dynamic companies: Eyebridge Consulting and DONE4YOU® Marketing.

Together, they form the foundation of this innovative program. EyeBridge Consulting, a leader in practice optimization for dry eye and aesthetics care collaborates seamlessly with DONE4YOU® Marketing, a dedicated marketing agency specializing in eye care practice growth and revenue based results.



DONE4YOU® MARKETING

A marketing agency tailored for busy eye care professionals. We provide your practice with a dedicated expert to manage and execute all of your customized marketing initiatives, with a focus on growth and revenue-based results.

Our approach is customized to help your practice stand out in a competitive marketplace, grow your business, and introduce innovative ways to maximize your practice's potential.



EYEBRIDGE CONSULTING

A boutique consulting firm, founded by Dr. Ann M. Hoscheit who brings the perspective of practice owner, dry eye specialist, aesthetics strategist and implementation coach to every project, ensuring that optimal patient care is linked to financial success.

THIS IS **NOT** YOUR STANDARD ONE SIZE FITS ALL SOLUTION

UNLOCK A TAILOR-MADE STRATEGY

Bridging the Gap with LinkEd

The LinkEd strategically devised roadmap merges practice implementation, clinical coaching, focused patient messaging, and marketing solutions, all thoughtfully tailored to synchronize with the distinct needs and dynamics of your practice.



DRY EYE/ OSD

The team will develop a clinical plan along with a well-balanced marketing strategy, ensuring patients connect with your practice.

This approach will foster trust and lay a solid foundation for the growth of your dry eye service offering.



AESTHETICS

With the teams assistance in clinical and marketing development, elevate your practice by tapping into unique specialty services.

Expand your offerings to embrace aesthetic services, setting the stage for imminent growth and ongoing success.

Road Map for Specialty Service Success

Unlock the potential of your patient base without overextending yourself. With the support of the experts at Linked, you can expand your practice by diversifying with their services. The Linked team is here to implement and optimize for you, paving the way for growth and enhancement.

1

Strategy

The Linked team will partner with you to craft a holistic strategy that contemplates every aspect of your practice, guaranteeing that plans are in harmony with your goals yet remain flexible for future expansion.

2

Development

Once a clear action plan is in place, the Linked team will immerse ourselves in the development of your new service line.

3

Implementation

Following the careful planning of your strategy, including a dedicated marketing success module, your team of experts will be activated.

“ Working with EyeBridge was a game changer. When we formally launched our dry eye and aesthetics service line, we hit the ground running with procedures on the books and never better patient compliance. We easily surpassed our ROI goals.

- Dr. Goetsch | Nebraska

“ It's refreshing to know your practice is growing with the right marketing strategies in place without having to spend inordinate amounts of time on it yourself.

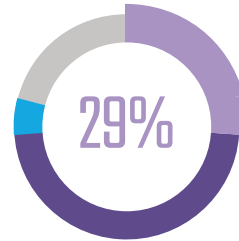
- Dr. Honeyman | Kansas

MAKE YOUR MARK
WITH A SPECIALTY SERVICE,
BEGINNING TODAY.

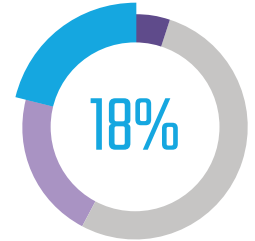
To schedule a no-obligation consultation, email or visit info@linkedspecialty.com | www.linkedspecialty.com

The Stats

Our dedicated teams have consistently delivered results to busy eye care professionals, crafting specialized programs in both dry eye care and aesthetics.



29% of dry eye patients are dissatisfied with their care, often changing optometrists 3-4 times before finding satisfaction, indicating a significant opportunity for us to excel and outperform!



Specialized programs and strategic marketing initiatives have led to an 18% average yearly revenue increase for our clients with meticulous measurement of results and ROI to help ensure success.

GOALS, STRATEGY & TIMELINE

Next Steps

Choosing to partner with Linked allows you to engage directly with their onboarding team. Together, they will identify the practice's objectives, select the most suitable service offerings, and develop a strategy customized to the practice's needs. Through collaborative efforts, all developmental needs will be addressed.

Additionally, a dedicated liaison will be assigned to ensure the smooth execution of the defined strategies, capturing the full potential of the growing practice.

