



Dominique Van Herzeele International Practice Development Manager:

To increase the number of your refractive procedures is not always easy. It depends on many factors. Being an elective treatment we can't ignore the effect of strategic marketing in your center. As an ICL™/ToricICL™ user STAAR surgical can provide you with the support you need to increase your number of ICL/Toric ICL. This support will have an impact on the number of your total procedures.

For further information Please contact: Dominique Van Herzeele International PD Manager dvanherzeele@staarag.ch Published by: STAAR Surgical AG, Nidau/Switzerland Tel: +41 32 332 88 88 clinical@staarag.ch

How to increase your refractive business ?

It is important to keep in mind that the impression the patient receives when first entering the refractive center will set the tone for the rest of the visit. Therefore, a professional, cordial, competent and understanding attitude on the part of the office staff will be instrumental in breaking down the barriers.

STAAR Surgical AG Practice Development Program can help YOU!



* As the PDA is an intensive and time consuming service, the request will be taken in consideration together with your local distributor.

By the time the patients leave your office, they should be thoroughly knowledgeable and comfortable with the scheduled ICL vision correction procedure they will undergo. Their initial enthusiasm and excitement that prompted the first call of inquiry should be heightened at this point.

The refractive treatment, ICL vision correction is an "emotionally driven" purchase.

