

CASE STUDY

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Business solutions
FOR OPTOMETRISTS

content

A COFFEE WITH DAVID FENSHAM

David Fensham has been practicing for over 15 years and one of the early adopters of the EyeCover program.

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ABOUT EYECOVER

A Brief summary of our services and how we help practices grow.

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A COFFEE WITH... DAVID FENSHAM

about the partnership success with
EyeCover

Since August '16



ABOUT DAVID FENSHAM

David grew up in Rustenburg, studied at RAU (now UJ) and graduated in 2002. David was afforded the opportunity to return to Rustenburg upon completion of his studies and started his career with a well-known franchise.

After 12 years of service to the group, David decided to start out on his own and opened up a private practice under his own name in Rustenburg.

David Fensham optometrists have been going strong for close to 3 years now.

Q: Did EyeCover's solutions help you with your practice and if so, how?

A: "As an individual / private practice, competing against big groups with infinite budgets for marketing, you have to think out of the box on how you would like to differentiate yourself from your competition. By offering EyeCover to our patients, they helped to provide exactly that. It is a unique product offering and certainly one that adds value to your patients' bottom-line."

Q: Did the adoption of Breakage Cover increase your revenue and drive feet through the door and ensure current customers return?

A: "Definitely! A simple example: mommies with babies are more at ease knowing that they have Breakage Cover for when their toddler suddenly grabs at their frames and accidentally breaks it. It makes for an interesting point of conversation among that particular group and has certainly driven more feet to our practice."

This is but one example of a particular group where it has been very helpful. Being in a mining town, where underground conditions are tough and unpredictable, this has also been a helpful selling point. Not to mention the sometimes-very-forgetful group of people that drive over their glasses or leave it in reach of pets to chew on! We have had a couple of people returning for replacements and this product has ensured that they do not go somewhere else."

Q: Was it easy to embed the Breakage Cover costs into your pricing model?

A: "Very easy! As a practice that strive to offer the best to the community at an affordable price, I saw this as an opportunity for marketing rather than making money out of it. So our prices have stayed the same and we simply allocate the cost of EyeCover towards marketing. One can have various views on how to approach the pricing model, but this has worked out very nicely for us thus far."

CONTINUED...

Q: How did you experience the service and support received from EyeCover, for instance claims, digital marketing, etc.?

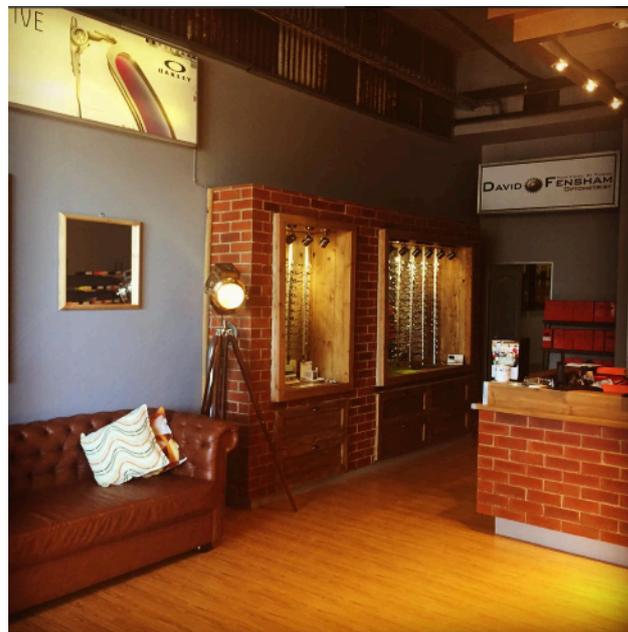
A: "The support has been amazing! The staff at EyeCover is on the ball, supportive and very keen to assist. Not once have we had to follow up on claims that have not been paid and the claiming process is super-easy. Ivana (EyeCover graphic designer) has been very helpful as far as the website is concerned and we should be up-and-running very soon. The only limiting factor there is my time and absolute "pet-hate" of following up on admin."

Q: Do you consider your partnership with EyeCover has helped improve your service to your customers and patients?

A: "Definitely! For those patients that have never heard of insurance for eyewear, it comes as a very nice surprise to them! The fact that claiming for broken eyewear is also taken out of their hands ensures that there is no administrative burden on their shoulders and we treat it as if we start with a completely new pair of glasses. Turnaround time is similar as to making a new pair of glasses, thus managing patient-expectation more effectively."

Q: Do you think that the Breakage Cover product has significantly differentiated your practice?

A: "In an ever-competitive market, the utilisation of niche-products is definitely a practice builder, where patients have seen and experienced different strategies before. EyeCover fulfills that need or aim to build one's practice in a very convenient and easy way! Just the mere mention of how easy it is to replace a broken temple, lens or complete pair of glasses during a casual conversation, is enough to convince people to give us a go! And that at no extra charge to the patient! The quality of our products are backed up by a quality insurance product, which adds tons of leverage when comparing us to other optometry practices out there."



Q: What is the main reason you are using EyeCover product/s?

A: "Over and above the insurance option, I hardly have an online presence. This is mainly due to the fact that social media is still something I have never regarded as absolutely critical but also because it is not our core business, that I am simply too busy to plan social media postings on a regular basis. My personality also doesn't allow just anyone to post on my behalf, so making use of EyeCover's innovative products, it frees my time up to concentrate on what I am here for: helping the community. Knowing that EyeCover will keep my patients' interests peeked and also supplying them with information as far as special promotions are concerned, it allows me to actually relax when I am not busy as I don't have to still worry about that part of my business too..."

Q: Would you recommend EyeCover and our products to other optometrists?

A: "Definitely and without a doubt, as long as they are in another town! I don't want this easy-to-use practice-building secret to be readily available to every optometrist!"

ABOUT EYECOVER



EyeCover is a forward-thinking value-added product provider. We have championed the innovation of some of SA's market-first solutions. Our designs are available directly to the public as well as through an established optometric customer base throughout South Africa. EyeCover maintains its independence in that we are not a Financial Service Provider; we partner with experienced Financial Services Board Accredited Providers to ensure best of breed solutions.

#1

BREAKAGE COVER

This program enables your practice to provide free accidental damage cover to your patients on every frame, lens, and sunglass sold.



#2

DIGITAL COVER

We provide you with a professional website and social media management to drive traffic to your online presence and practice door.

#3

PRACTICE COVER PLUS

A unique practice insurance product for optometrists with professional indemnity and product liability insurance.



www.eyecover.co.za

#4

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A unique set of solutions to build the business of the independent optometrist