



# 5 EASY WAYS TO MARKET THE 20/20 SAVINGS PROGRAM

## LOOKING TO SUPPORT YOUR COMMUNITY AND INCREASE YOUR VOLUME OF PRIVATE PAYER PATIENTS?

By participating in the Vision Source® 20/20 Savings Program, you can offer small or local businesses without vision care coverage an opportunity for the employees and their family members to save up to 20% on most vision care products and services.

Getting started is easy – all of the tools you need are available to order or download from the [Marketing Toolkit](#). Here are five ways you can use them to connect with business owners in your area:

- 1. Reach out to current patients.** Place posters and brochures in the waiting area of your practice and use social media to promote the program. One of your current patients may own a business or know someone who does.
- 2. Talk to uninsured patients.** Ask anyone without insurance if their company offers a vision care plan. If not, tell them about the 20/20 Savings Program and offer them immediate savings on their visit if they complete the enrollment form or provide the necessary contact information.
- 3. Use your connections within the community.** If you are a member of a Rotary Club, Chamber of Commerce, or other community-based organization, reach out to other local business owners and tell them about the program.
- 4. Search for small businesses online.** Use online resources like [Yelp](#) or [Manta](#) to find small independent businesses in your area. Set aside some time to visit each location in person and introduce yourself and the 20/20 program to the owners or managers.
- 5. Make it a team effort.** Are there any other Vision Source® members nearby who also want to participate? Order brochures with several different practices listed and work together to find new patients.

Learn more at [www.visionsource2020.com](http://www.visionsource2020.com) or contact us at [2020info@visionsource.com](mailto:2020info@visionsource.com).

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