



EVP EyeCare

EVP EyeCare | Increasing Brand Awareness Through Focused Media Relations and Thought Leadership Initiatives

CHALLENGE

EVP EyeCare is a family of ophthalmology practices specializing in advanced cataract and refractive surgery, corneal surgery, and treatments for glaucoma and retina conditions. This growing business needed to increase brand awareness as it faced increasing competition within the vision care market and as eye surgeries, such as LASIK and cataracts, became more commoditized.

OBJECTIVES

Initially, EVP EyeCare engaged Pierpont to elevate awareness of its Dallas-based brand, Kleiman Evangelista Eye Centers of Texas, as the trusted option for medical and surgical eyecare at every stage of life while positioning its ophthalmologists as thought leaders in the industry. As the relationship evolved, the ICON Eyecare and Swagel Wootton Eye Institute brands were added to the public relations engagement.

SOLUTION

Pierpont recommended a media relations and thought leadership campaign targeting both consumers and referral sources (e.g., primary care physicians, optometrist) that focused on EVP EyeCare's technological advancements in vision care and expertise in performing eye surgeries. We leveraged moment in time opportunities such as Glaucoma Awareness month, Cataract Awareness month and Diabetic Eye Disease month and pitched seasonal angles (e.g., spring allergies, summer swimming, etc.). Additionally, we submitted award nominations and supported company milestones including new clinic openings, brand anniversaries, physician hirings and philanthropy efforts.

When tasked with helping to increase patient lead volume and appointments for the 60+ age demographic in the Arlington, Dallas, and Plano practices of Kleiman Evangelista, Pierpont recommended a partnership with Celebration Magazine, a hyper-local 60+ print and online publication that includes in-person marketing events as part of its ad buy. Physicians from Kleiman Evangelista made presentations on glaucoma, cataract surgery and oculoplastic procedures to more than 150 senior adults, resulting in more than 10 appointments for various vision care services. The appointments were made on the spot following the presentations as

Kleiman Evangelista brought scheduling staff to the events.

Pierpont also established a relationship for ICON Eyecare with Great Day Colorado, a morning lifestyle show on the local FOX affiliate, which culminated in ongoing paid segments featuring ICON physicians talking about the latest technological advances in eye surgery. Pierpont managed the partnership, prepared briefing documents for physicians participating in the segments and drafted social copy to accompany the segments posted on ICON's social media.

RESULTS

Pierpont secured coverage in a variety of print, online and broadcast media outlets including MSN.com, Yahoo!.com, Forbes Health, Dallas Business Journal, Healthcare Business Today, KTVT-TV, Ophthalmology Times, Denver Life Magazine, The Mesa Tribune, Great Day Colorado and many others.