

In vision care, converting prospects to patients can be tricky.

The biggest growth goal amongst vision practices is bringing in more patients.

54% say bringing in new patients is difficult



Why is it so challenging to get new patients?

only **11%** of practices say that their main challenge is getting a prospect to call, *but*

just **29%** of practices say that prospects are highly likely to become patients after calling

86% say the typical booking process happens over the phone



So, it's essential that the prospective client's first human touch point is equipped to address all their needs and concerns.

93% agree it's critical to train front desk staff to ensure they set the right tone *but*

only **57%** of front desk staff are trained to overcome objections due to cost

33% of patients say cost is a major obstacle to care

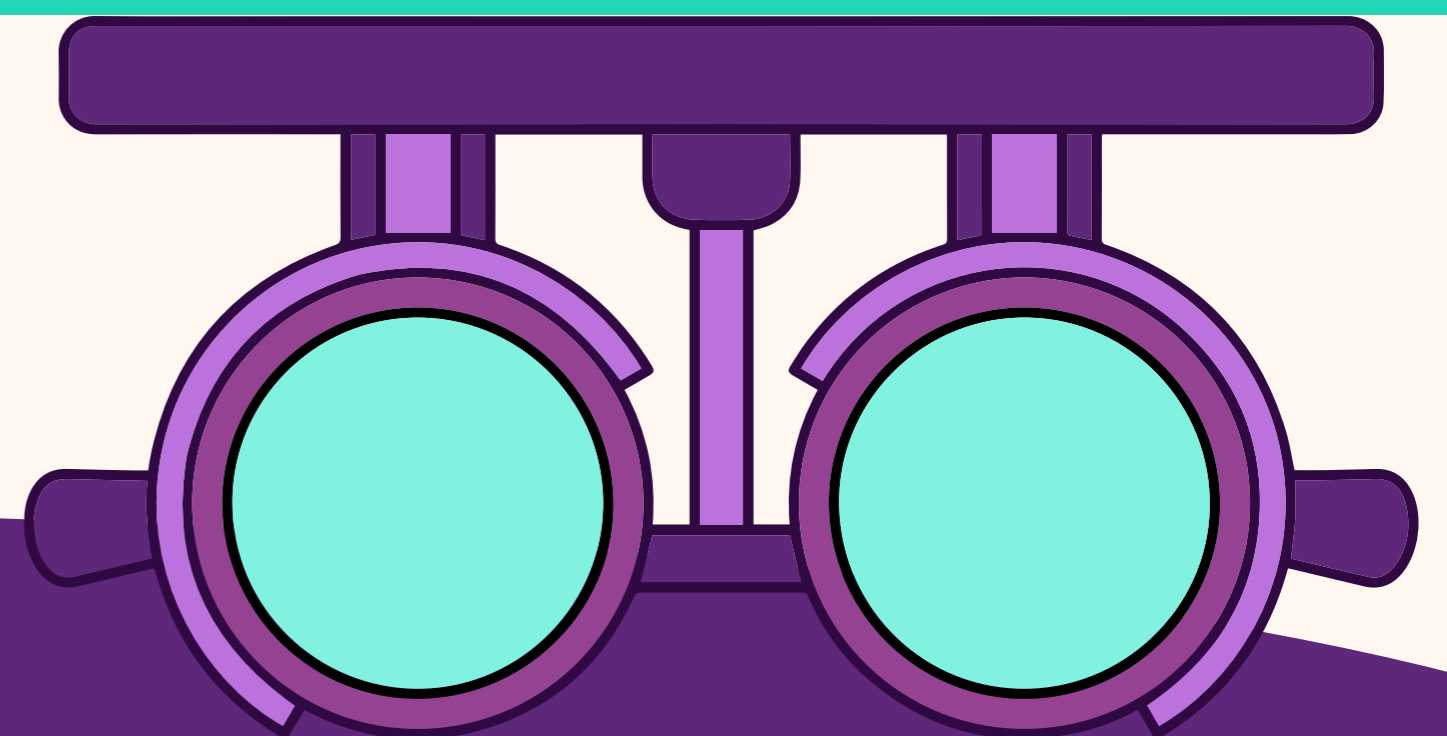
only **8%** of providers are extremely satisfied with payment options

Help more patients receive care with financing options.

93% of practices say cost is an obstacle to patients' acceptance of care

only **18%** are extremely comfortable presenting costs to patients

29% don't offer financing options at all



Financing options can help more patients afford care and make practices feel comfortable presenting cost alternatives.

Acquire new patients with financing options.

Learn more at allylending.com/healthcare