

How to promote your practice after you've acquired an AdaptDx

Congratulations on your purchase. You're now one step ahead of the game in the fight against AMD. Not only will you be taking better care of your patients, having an AdaptDx[®] can also help you promote your practice.

This guide will help you publicize the AdaptDx and your commitment to early AMD detection and treatment. Some easy-to-use tools provided include:

- Press release template
- Background information on AMD to share with media (AMD Backgrounder)
- Promotional images and content on AMD testing with AdaptDx
- Customizable social media posts

The following recommendations will help you make the best out of these tools.

Personalize the press release

- Fill in the date line (your city, state, and the date).
- Insert your name or the name of your practice, as well as a short description of your practice, in the first sentence.
- Review the quotes in the press release and modify them as necessary to reflect your clinical opinion; include your name.
- Insert your name, practice, and/or city where indicated.
- Add a short paragraph about you/your practice – called the “boilerplate” – at the end of the release. If you haven't developed a boilerplate paragraph for prior press releases, it can be adapted from the description you use on your website home page. Make sure to include your practice website URL for more information.
- Remember to add a contact name and phone/email. The individual identified should be readily available to help answer questions and/or arrange interviews for the press with you.
- Similarly, fill in the blanks indicated on the AMD Backgrounder.

Identify Your Media Targets

- Identifying all the media targets in your market (newspapers and news sites, magazines, television, radio, blogs and newsletters, etc.) and the appropriate journalists, editors or producers at those outlets may take some effort. Here are the types of stories and messages you should expect based on the media outlet:
 - Local Newspaper – An opportunity to go into more detail for a feature article or get a short, event-type listing that promotes your service.
 - Local TV – This could be filmed on location at your practice and there will be an expectation for you to deliver the message on camera. Use short, catchy sound bites and remember to look at the reporter, not the camera.
 - Local Radio – Without visuals, you need to use descriptive words to paint the picture for listeners.
- Start by making a list of the news channels you'd like to pursue (print, television or radio), then visit their websites to search for press contacts. You can also take note of writers or reporters that have covered healthcare topics in your market. You can also simply call the publications or stations to ask where to send your news.
- If you've had contact with local journalists or reporters in the past, continue to cultivate those relationships to position yourself as a local expert for eye care – as they may seek you out for other healthcare stories in the future.
- In larger metro areas, it may be most efficient to contract with a local public relations consultant who has access to updated local media lists and relationships with target journalists. A PR consultant can help you target the right media outlets and develop your presentation skills.

Think About Visuals

- Make sure you have an up-to-date head shot (portrait photo) available (in an electronic file, 300 dpi or better). Consider other visual assets you may have that could make your pitch more attractive, including still photographs and video. We have provided some images of the AdaptDx for your use.
- Give some thought to where a film crew or photographer might be able to set up in your offices. It is often difficult to get a local station to send out a crew but being prepared will help you seize the opportunity should it arise. Take a fresh look at your practice and make sure it appears clean, orderly and inviting on camera.

Distribute and Follow-up

- Choose a single date to issue your press release. Avoid Fridays and weekends. Plan to send your release out between 6:00 AM and 8:00 AM local time.
- Email your press release to your target list by copying and pasting it into the body of the email. Media outlets often don't open attachments (or even accept emails with attachments) because of the fear of viruses.
- Send each journalist an individual email (don't use a group distribution list).

- Create a catchy subject line, such as “Simple Test to Detect Early Age-Related Vision Problem Now Available” or “A 5-Minute Test Can Save Your Vision.”
- Above the press release in the body of your email, write a short cover note that includes your availability for interviews (phone or live) and lists the other materials and assets you can provide.
- Later that morning, attempt to contact each target by telephone to answer any questions they may have and offer an interview.
- If you are in a larger metro area with multiple media outlets, you may want to explore using a paid newswire with local/regional distribution circuits. There are many such services to choose from (e.g., BusinessWire, 24-7 Press Release, eReleases, PR Newswire, PRLog, PR.com, PRWeb), so you'll want to explore which gives you the best local/regional coverage at the best price point. There is no point in paying for national distribution for a local-interest story!
- Note that if you use a local public relations consultant, they likely have a newswire account and can advise you about options and pricing.
- If you do secure coverage or an interview, make sure to ask when it will run so you can watch for it. Post videos clips and news articles to your website.

Prepare for Interviews

- Review your materials and practice your talking points. It is ideal to have three key messages to relay, such as:
 - Age-related macular degeneration is the leading cause of vision loss among older adults, affecting more than 11 million Americans.
 - Trouble seeing or driving at night can be an early symptom of AMD. Our AdaptDx can detect AMD at this early stage with 90% accuracy.
 - With the AdaptDx, we can now detect AMD at least three years earlier to preserve vision by managing and treating the disease in its earliest stages.

Leverage Your Website and Social Media Presence

- Before you distribute your press release, use the provided website images and copy to update your website with information about AMD and the AdaptDx. You will want your patients and the media to know about the disease and your advanced testing capabilities.
- As soon as your press release is distributed, you should also post it on your practice website.
- If you have social media accounts, create a series of posts that provide a link to the press release on your website. You can also post some of the AdaptDx visuals on your Facebook page or other social media sites (like Instagram).

Here are some suggested tweets/posts:

If you are over 50, call our office about a simple test that can help preserve your vision. #eyehealth #vision #AMD

We are the first to offer a simple in-office test for the earliest signs of age-related macular degeneration #vision #AMD

If night vision is becoming a problem, you should contact us about a new, simple test that could help preserve your eyesight #vision #AMD

How long does it take your vision to adapt from bright light to darkness? We can tell you – and why it matters! #vision #AMD #eyehealth

Did you know the AdaptDx test is the only way to detect the earliest signs of age-related macular degeneration? #eyehealth #vision

A simple test in our office can help us detect age-related macular degeneration – before it causes vision loss #eyehealth

Over 50? Visit us to learn about other risk factors for #AMD and how to detect it before it affects your sight #vision #eyehealth

Find out if you have early-stage #AMD with a simple test in our office. Together, we'll protect your vision! #eyehealth