

Why Choose Us?

Welcome to your guide for crafting compelling “Why Choose Us” points for your optometry practice. This booklet is designed to help you highlight what makes your practice unique and why patients should entrust their eye care to you.

In today's competitive landscape, it's essential to convey not just what you do, but also why you do it. This means going beyond the basics—like offering a warranty on frames—and focusing on the heart of your practice.

For example, instead of stating, “We offer you a 2-year warranty on all of our frames,” consider something more resonant: “We have proudly served the Whitehorse community for 65 years and are dedicated to providing exceptional care for generations to come.” This approach not only showcases your experience but also emphasises your commitment to the community, building trust and loyalty.

As you work through your own “Why Choose Us” points, remember to blend your unique services with the passion and values that drive your practice. If you need further assistance or inspiration, don't hesitate to reach out to us at marketing@provision.com.au. Together, we can ensure your messaging resonates and attracts more patients to your practice.

KNOW: What do you do to let people know about you?

Who are we?

What do we do?

Why should I care?

- 1.
- 2.
- 3.
- 4.

LIKE: What is likable about you?

Do I like you?

Do I like what you have to say?

- 1.
- 2.
- 3.
- 4.

TRUST: What is trustworthy about you?

Are you an expert?

Can you help me?

Have others had success?

- 1.
- 2.
- 3.
- 4.

WHY CHOOSE YOU?

What's your special sauce?

How can you help your target customers understand why your product or service is more superior, or different from the competition?

List 5-8 items that make your practice special, likeable and trustworthy in your workbook.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

WHERE TO INCLUDE YOUR 'WHY CHOOSE US' POINTS?

Think Website, Signage, Direct Marketing or Advertising.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

EXPERTISE BASED

| Heading | Description |
|---|--|
| [Insert #] Years of Combined Clinical Experience | Our many years of optometry expertise delivers peace of mind |
| Continuity of Clinical Care | See the same optometrist today and in the years to come |
| Ortho K Contact Lenses <u>OR</u> Vision Correction while you Sleep | Allowing you to correct your vision while you sleep <u>OR</u> Correct your vision with Ortho K Contact Lenses |
| Leading Eye Care Technologies | We have advanced equipment to test your eyes thoroughly |
| Advanced Diagnostic Eyecare Equipment | We have the latest technology to assess your eye health |
| Comprehensive Eye Tests | We provide all patients with comprehensive eye examinations |
| Contact Lens Fitting | Our trained staff will help you fit your contact lenses |
| Behavioural Optometry for Children | Correct your child's vision naturally <u>OR</u> We have expertise in children's vision and vision therapy |
| In-Practice Colour Stylist | We help to choose the colour that flatters you |
| Commitment to Further Learning <u>OR</u> Latest Optical Expertise | Always providing you with up-to-date advice and treatment <u>OR</u> We will always provide you with the latest treatments and advice |
| Customised, Individual Solutions <u>OR</u> Tailored Eyecare | We will provide a service tailored to your specific needs <u>OR</u> We customise eye treatments specific to your needs |
| Early Detection of Eye Health Problems | Early detection assists in treatment success |

| | |
|---|--|
| Diabetic Care | We provide tailored care for patients with diabetes |
| Digital Dispensing Services | Streamlined lens ordering system for faster delivery |
| In-Store Dispensing Services | We can fit your frame in-store within hours of your purchase |
| 20 Point Eye Test | Test your eyes thoroughly |
| Personalised Frame Consultations | One on One frame consultations to make frame selection easy |
| Prescription Goggles | We offer customised prescription safety and water goggles |
| Sports Vision | We have a special interest in sports vision and eyewear |

COMMUNITY BASED

| Heading | Description |
|---|--|
| Our Independence | We have the freedom to recommend what's best for you always |
| Local, Community Eyecare | We're passionate about the wellbeing of our community |
| Locally Focused | We care for and reinvest in the local community |
| 100% Local | We live in, care for, and reinvest in the local community |
| Eyecare for Disadvantaged Communities <u>OR</u> Third World Vision care Volunteers | We volunteer our time to reduce blindness in <i>[insert destination e.g. Aboriginal communities or overseas]</i> |

| | |
|---|--|
| Helping to Reduce Blindness | We provide much needed eyecare in developing communities |
| We Care for Families | We are a family-owned practice with strong family values |
| Australian Owned and Operated | We're proud to be a local, independent healthcare provider |
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| Locally Focused | We care for and reinvest in the local community |
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CHOICE BASED

| Heading | Description |
|---------------------------------------|--|
| Choose from over 20,000 Frames | Our practice has access to over 20,000 frames and 200 brands |
| Hand Selected Frames | All our frames are carefully selected |

| | |
|------------------------------|--|
| Large Range of Brands | We stock a large variety of brands from all over the world |
|------------------------------|--|

QUALITY BASED

| Heading | Description |
|--|--|
| We Only Use Premium Products <u>OR</u> Premium Quality Products | We are proud of our high-quality products and services <u>OR</u> We choose quality premium products for you to trust and enjoy |
| Frame & Lens Guarantee | We offer you a 2-year warranty on all our frames and lenses |
| Lifetime Glasses Service | Come in-store anytime your specs need adjusting or cleaning |
| Clean Glasses Anytime | See us anytime you need your specs cleaned |

CONVENIENCE BASED

| Heading | Description |
|----------------------------------|--|
| 24 Hour Emergency Service | Our optometrists can assist in eye emergencies 24/7 |
| Children are Welcome | We provide eye care services for all age groups |
| Child Frames | We stock a large variety of children's eyewear |
| Easy Convenient Parking | Never worry about finding a parking spot at our practice |
| Free Parking | You won't need to pay for parking at our practice |

| | |
|---|--|
| Extended Business Hours | You don't need to take time off work to come and see us |
| Flexible Opening Hours | We will make an appointment time to suit you |
| Bulk Billing | No out-of-pocket expense for a comprehensive eye examination |
| On the Spot Health Fund Claiming | You don't have to wait to get your claim processed |
| Layby & EFTPOS | We provide you with multiple payment options |
| Complimentary Refreshments | We have comfortable waiting rooms with refreshments |
| Close to Public Transport | We are walking distance from public transport |

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