



WALMAN OPTICAL



WHAT IS ECHO?

ECHO is the best way to educate your patients. Explain the benefits of premium lenses and promote your services. Inform your patients and market your practice with one simple solution!



HOW DOES ECHO WORK?

- **Website.** Add educational videos to your website to explain eye conditions and treatments.
- **Social Media.** Share ECHO content on social media to boost your online presence.
- **Email.** Email patients to remind them of appointments and inform them of premium lens options.
- **Mobile Ready.** Our HTML5 platform means patients can watch videos from an iPhone, Android phone, tablet, or computer.
- **iPad App.** Have an iPad? Use it during exams to enhance what you are saying. Draw on screen to emphasize explanations and highlight anatomical diagrams.
- **Waiting Room.** Play videos while patients wait to be seen. Promote preferred vendors and loop content - we offer hundreds of videos, or upload your own. Use every screen in your office to market your practice offerings.
- **Track Success.** Measure success by tracking which videos patients click.

Ready to learn more? Visit eyemaginations.com/walman



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WHAT DO YOUR COLLEAGUES THINK?

“Schaeffer Eye Center is always evolving with the latest technology - to treat our patients as well as using the best tools to educate them. Our partnership with Eyemaginations allows us to do exactly that on a variety of platforms, providing our patients with easy access to the information they want.”

EASY ACCESS

“Eyemaginations... provides our patients with easy access to information they want”

JACK SCHAEFFER, OD — Hoover, AL

PREMIUM EDUCATION

“It saves me time and the patient understands the outcomes better”

JOSEPH DOUGLAS, OD — Saginaw, MI

“I use the program as an enhancement to my explanation of various conditions of the eye...It saves me time and the patient understands the outcomes better. The ability to draw with the mouse truly helps.”

WHO IS EDUCATING YOUR PATIENTS?



Just you? **ECHO Single Pro** is available at the exclusive Walman Optical rate of \$200 per month (normally \$249), or for free with 40 digital lens jobs per month.

Need your staff to educate patients throughout the office? **ECHO Pro** is available at the exclusive rate of \$350 per month (normally \$399), or for free with 70 digital lens jobs per month.

Ready to learn more? Visit [eyemaginations.com/walman](https://www.eyemaginations.com/walman)

How do I get started with ECHO?

Visit us online or call 877.321.5481. We'll customize a demo for you and you'll wonder how you practiced without it.

How does payment work?

Each month, your ECHO license fee is added to your Walman statement. Your practice earns a \$5 rebate for each qualified digital lens job. By sending enough of these jobs to your Walman laboratory, you will earn ECHO for free.