



Prism•Touch

Building patient loyalty with a highly personalized approach

A rich, consistent communication process that strengthens your relationship with your patient base is one of the foundations of a successful practice.

Unfortunately, lack of time, necessary resources and the marketing wherewithal to get the job done is often lacking.

Using a combination of advanced database management, industry experience and VDP technology we can cost effectively handle your patient nurturing needs.

- ✓ Proven process to increase purchase loyalty
- ✓ Simple approach with high ROI
- ✓ Database management with Prism Connect [need this to match our standard]
- ✓ Focused on maintaining your professional image
- ✓ Client-specific personalization with VDP technology
- ✓ Strong database management skills and process
- ✓ Extensive industry marketing experience
- ✓ Fully integrated, turnkey approach
- ✓ Save money with efficient use of print & mail process
- ✓ Professional personalized mail include
 - Newsletters
 - Birthday cards
 - Holiday cards
 - Annual appointment reminders

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