



Client Story: Barnet Dulaney Perkins Eye Center

DIGITAL EDUCATION DRIVES PATIENT  
SATISFACTION AND REVENUE





**“[Echo] is pretty much part of our culture now. It’s used in so many ways throughout our organization.”**

– Mark Rosenberg, CEO, Barnet Dulaney Perkins Eye Center

Effectively and efficiently coordinating patient education and product marketing efforts is a big challenge for a practice the size of Barnet Dulaney Perkins Eye Center. With 15 locations throughout Arizona, the practice employs 16 ophthalmologists and 26 optometrists in addition to support staff.

Helping the practice to bolster its educational and marketing offerings and streamline their delivery is Eyemaginations’ Echo product line. The practice has been using Echo since it was launched in May 2013.

While the initial appeal was the “coolness factor” of the state-of-the-art medical animations, Echo has become integrated into virtually every aspect of the practice, says Mark Rosenberg, CEO of Barnet Dulaney Perkins. Echo is used to educate patients about the choices in advanced vision technologies, enhance patient satisfaction, and drive revenue. “[Echo] is pretty much part of our culture now. It’s used in so many ways throughout our organization,” he says.



**AN EDUCATED PATIENT IS A HAPPY PATIENT**



Barnet Dulaney Perkins uses Echo in a variety of ways. Customized videos featuring interviews with their doctors, Echo animations, and patient testimonials are played in the waiting rooms and lobbies. Patients are emailed educational information on their condition or procedure when they make an appointment, and the videos — branded with the practice’s logo — are also showcased on the practice’s website and social media pages, including Facebook and YouTube.

Barnet Dulaney Perkins is very thoughtful about using Eyemaginations videos for education and engagement, as well as promotion. The videos are also used in a more in-depth program for patients who come to Barnet Dulaney Perkins practices for cataract evaluations, and in some cases, for patients who have already been diagnosed. A detailed program has been created where counselors describe, with the help of Echo-based video accompaniment, what cataracts are, the various surgical choices, and then show and discuss what happens during procedures.

“Our patients are extremely satisfied with the education process,” says Darla Espinosa, Director of Marketing. “Our patient surveys indicate the majority of our patients are highly satisfied with the entire patient experience.”

**“Where Echo is used properly, it not only educates, it adds to efficiency,” says Rosenberg.**

## AFTER SURGERY

While educating the patient up front takes a little more time, “you save time on follow-up calls, managing expectations, and you get a happier patient. The more patients understand what’s going on, the happier they are,” says Espinosa.

In the near future, Barnet Dulaney Perkins will explore using the Echo platform to educate patients from first point of contact all the way through to post-surgical information, says Espinosa. “We’d like to use automated emails that contain Echo videos to send information to patients who may be already diagnosed by a doctor and wish to share the information with a friend or family member, or have a personal interest in educating themselves prior to their appointment,” she says. “The platform is great for it. I’d like to use educational playlists not just for cataract procedures, but for all the services.”

## HOW ECHO DRIVES REVENUE



“Echo has also had a direct impact on revenue,” says Rosenberg.

The cataract presentation that helps patients fully understand the practice’s treatment possibilities, ultimately leads them into the pricing options. “It makes it easier to present the technologies we have available and the value of each to the patient. We use the cataract story to let them know what’s going on with their eye, and the various treatment solutions now available,” says Espinosa. “It’s been very useful for presenting our services.”

“Directly driving revenue in this way is probably the most profitable use of Echo for us,” says Rosenberg. In fact, Rosenberg says that the company saw an almost immediate 35 percent increase in revenues from advanced technology after they began using the new cataract story and approach to education. “It’s been very successful in that area.”

As the practice has grown, so have Echo’s capabilities, helping to reduce the burden on physicians, increase revenue opportunities, and create more interest in and longer visits to Barnet Dulaney Perkins’ website, [goodeyes.com](http://goodeyes.com).

**“Directly driving revenue in this way is probably the most profitable use of Echo for us.”**

– Mark Rosenberg, CEO,  
Barnet Dulaney Perkins Eye Center

## NEXT STEPS

Moving forward, Barnet Dulaney Perkins will use its marketing automation platform to track customer activity on its website. Espinosa plans to use information gained to provide targeted patient education to clients before appointments in the form of Echo animated videos.

**“It’s pretty hard to imagine running a growing ophthalmology practice without that product line,” says Rosenberg.**

### About Barnet Dulaney Perkins Eye Center

The doctors at Barnet Dulaney Perkins Eye Center have been providing state-of-the-art medical and surgical eye care in Arizona for more than 35 years. With 15 locations throughout the state, more people have entrusted the care of their eyes to Barnet Dulaney Perkins Eye Center than to any other ophthalmology practice in the area. Their doctors use only the most advanced technologies and surgical techniques to treat patients in all stages of life. The practice offers a wide range of vision and hearing services, from annual eye exams and cataract surgery to oculoplastic surgery and LASIK vision correction. For more information, visit [goodeyes.com](http://goodeyes.com).

### About Eyemaginations

Eyemaginations was started in 1999 to develop a high-quality alternative to the plastic models used in so many doctors’ office to educate patients. The company’s flagship product, Echo, is a cloud-based patient education platform that uses beautiful visuals, 3D animation, and clear language to turn complex medical topics into engaging, memorable presentations. Echo is an all-in-one service that is flexible enough to work on a variety of devices — from smartphones to tablets, PCs, and Macs. Updates occur on all devices automatically through the Internet, and Echo’s sharing capabilities (including email and social media), as well as customization flexibility, offer enhanced levels of patient engagement for practices. For more information on Eyemaginations and Echo, visit [eyemaginations.com](http://eyemaginations.com).

