



ECHO IN PRACTICE

A conversation with Dr. Nicholas Belill, OD

Belill Eye Care opened in 2006 to provide high quality eye care, contact lenses and eyewear in the Clio, Michigan area. Dr. Nicholas Belill offers an array of services, from routine eye care to cataract surgery co-management. Belill Eye Care combines expertise with the latest technology to ensure patients receive thorough and personalized care.

We chatted with Dr. Belill to see how he uses Echo in his practice. Take a look into this Echo-expert's strategy!

Eyemaginations: What's your favorite Echo feature?

Nicholas Belill: My favorite Echo feature is the flexibility of using different content in different areas of office. I have silent looping video content in optical, screensavers in exam rooms, narrated looping video content in back office waiting room, and have the Echo app on my exam PC to pull up the on-demand still images as needed.

Not to mention being able to email and

social share content that presents itself with my office info when viewed, along with unlimited video players of content on my website.

EM: Are there one or two videos that you use frequently? How are they helpful for patients?

NB: What has seemed to attract most interest is the corneal molding video, but the looping video content has also sparked conversations about scheduling children's eye exams, variable tint lenses, polarized and Drivewear sun lenses. With its passive approach, patients are less likely to feel like they are hearing a sales pitch.

I love that the looping content is automatic and I do not have to rely on myself or a staff member to actively engage patients about various topics. It is a similar concept to having automatic email and text appointment reminders versus relying on a staff member to connect to everyone by phone for confirmations.



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Beill Eye Care



EYEMAGINATIONS





BEFORE THE APPOINTMENT



IN THE WAITING ROOM



DURING THE APPOINTMENT



AT HOME

PATIENT INTERACTION

EM: How do your patients interact with Echo videos?

NB: My goal is that the video content catches the patient's attention before they are examined, so then they can ask me more about it once exam starts. I have experienced numerous people refer to something they saw on the TV in the other room and asking me more about in the exam room.

EM: How does Echo improve your practice?

NB: Echo has become a major part of our marketing strategy, both internal and external. It has also been helpful with training new staff. Even if it only creates few eyeglasses sales or word-of-mouth referrals per month, then it more than pays for itself. It is a natural fit for any office that focuses on technology.

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I have also been impressed by how quickly new video content is being produced and added to the library. It is not just ocular disease and surgically focused, with much of new content being contact lens-based, including scleral lenses.

The Echo team also responded to my request for a sports eye injury prevention video. Within a few months, high quality video was created based on my feedback.

Want Echo in your practice? [Learn more here.](#)

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.

