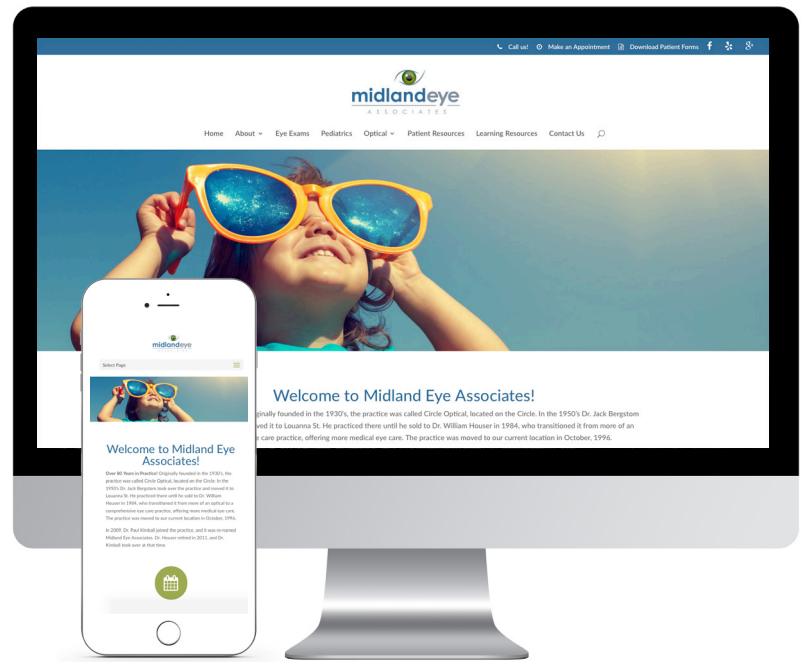




Innexus is an all-in-one website, social media, and marketing program designed exclusively for eye care professionals.



GENERATE NEW PATIENTS ONLINE

Our professionally designed, mobile responsive websites are available in an infinite number of colors with unlimited pages so you receive a website perfectly tailored to your needs. All sites are HIPAA compliant and include SEO to help build your organic search ranking and make it easier for patients to find you online.

ONLINE REPUTATION MANAGEMENT

We take the hassle out of managing your social media by writing and posting weekly content to your Facebook, Twitter, and Google+ accounts. We also help you set up and manage your Yelp and Healthgrades pages.

UNLIMITED UPDATES & SUPPORT

We're here to answer your questions, update your website, or post to your social media. No hidden fees or extra charges.

PATIENT EDUCATION

Innexus includes videos and eye health articles to include on your website or social media pages. Designed to educate your patients on the health of their eyes, lenses, and more, this professionally produced content will help build trust with your patients.

INCREASE OFFICE EFFICIENCY

Save valuable time and increase office efficiency by sending automated patient surveys, appointment reminders, recall messages, order ready notifications, and more by email, text, and voice.

STAFF TRAINING

Innexus members have access to a variety of continuing education courses in their online portal. Staff of the practice can login 24/7/365 and earn an unlimited number of ABO approved CE credit hours.

EARN ADDITIONAL PROFIT WITH INNEXUS

Run your office more profitably and efficiently while spending more time with your patients and less time on marketing and administrative tasks.

¹ Amount based on an industry average no-show rate of 10% for a practice with 10 exams per day, five days per week, with an average profit of \$300 per patient. ² Yearly return on investment based on information collected from 52 eye care practices.



50% REDUCTION
OF NO-SHOW PATIENTS¹

\$36,000
PER YEAR



75 NEW ONLINE REVIEWS
AND 150 NEW PATIENT
SURVEYS PER YEAR²

PRICELESS

CHOOSE YOUR PERFECT PROGRAM



Professional & mobile-responsive website design

Unlimited website updates & customer service support

Search Engine Optimization (SEO)

Downloadable patient paperwork

Online appointment request form

"Interactive Eye" patient education tool

Eye health videos & articles



All benefits of Innexus WEBSITE

Domain-based email

Google analytics integration

HIPAA Compliant Online Patient Forms

Monthly blog posts

Social media content development & posting

Social media & business directory account setup

Marketing toolkit with online review request cards

Online ABO-approved training



All benefits of Innexus SOCIAL

Patient testimonials on website

Online scheduling or appointment requests

Personalized marketing strategy consulting

Quarterly personalized print and digital promotions

Automated email, text, & voice appointment reminders and order notifications

Automated patient surveys

Monthly eBlast execution with analytics & tracking

Quarterly ROI analysis & reporting

"Marketing often gets shoved under the rug due to time constraints, but not with Innexus PRO. Everything is done for you. You still have total creative control and can craft your brand and image the way you see fit, but the tediousness is gone."

Scott Ecenbarger, OD

"One of the best things we've ever done is join forces with Innexus. Our practice has grown 13% in the past two years."

Alan Montgomery, OD

FOR MORE INFORMATION

888.963.8894

getinnexus.com/cherryopticalinc



Cherry Optical, Inc

PRODUCING VISION TO THE HIGHEST DEFINITION