



COOPERVISION GUEST COLUMN

Team CooperVision

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ALLDocs president **Dr. Kerry Gelb** noted that many companies send representatives to ALLDocs meetings. But CooperVision sent its president, **Dennis Murphy**, and an entire team to the November ALLDocs annual meeting. We believe ALLDocs members deserve to hear about CooperVision's vision, strategy and long-term plan directly from the company president. Our emphasis in building the business through a doctor-



Team CooperVision (l-r): Garth Bradley, Dr. Harv Sylvan, Tom Nicholson, Dennis Murphy and Paul Soik



(l-r): Daniel Rostenne and Tom Nicholson

bring you not only the R&D that results in innovative, high-quality contact lenses, but also strategies to help grow your practice. Trade Marketing Manager, **Garth Bradley**, explained it this way. "We want to bring you value-added services and solutions to challenges

first strategy is sincere, and we believe it will continue to be successful. Many ALLDocs members are leading the way by selecting CooperVision products first for their contact lens patients.

As a company, we

you face in your daily practice, such as attracting and retaining patients, enhancing your practice profitability, differentiating your practice and gaining a competitive edge in your local markets." We've been doing our homework on how to use social media to help build your practice, as

shown in the four case studies covered in *Facebook, Blogging and Facebook Advertising* at the meeting.

It was evident also when I was introducing members to **Daniel Rostenne** of EyeCarePro, a web site provider that is newly hosting the alldocsod.com web site and is offering ALLDocs members special pricing on practice web site hosting. Rostenne's advice on search engine optimization and social media is available at alldocsod.com.

The CooperVision team wants to understand your priorities. **Dr. Harv Sylvan** surveyed members to learn that the five most important criteria when selecting a contact lens are trial lens availability, customer service/easy exchange policy, profit margins, lens with distinct benefits and value-added services (social media, staff training). We appreciate your insights in the focus group sessions as well.

We at CooperVision thank you for your business in 2010 and ongoing support in 2011 and beyond. ■