



Be where your patients are.

ODMobile. Extend your Reach.

The use of smart phones and tablets is skyrocketing and shows no signs of slowing down. Already 25% of people visiting your Practice online are doing so from a mobile device – that's 1 out of every 4 visitors! ODMobile provides an easy and affordable way to give patients and visitors instant access to your online content from whatever device they choose.

The benefits of ODMobile for Doctors:

- ▶ **Extend Your Reach** – Smart phone users represent the fastest growing segment of website visitors.
- ▶ **Attract New Patients** – Over 70% of mobile searches result in a follow up action like booking an appointment.
- ▶ **Save Time** – Your new mobile site can be set up in minutes, leaving you with more time to do what you do best.

The benefits of ODMobile for site Visitors:

- ▶ **Quick Access Buttons** – Click to call the Practice, make an appointment or see a map or hours.
- ▶ **Better Than an "App"** – No need to download or install anything. The site will work on all mobile brands and platforms.
- ▶ **Responsive Design** – Automatic detection ensures that whether a visitor is using a smart phone, tablet, laptop or desktop, they will see the correct version of your content.

ODMobile Explained

Now you can really “be where your patients are”! Quick and easy to setup, ODMobile is a great way to get your Practice in front of more people. Since over 25% of mobile searches results in a conversion that represents a lot of new patients!

- ▶ Clean, simple, standardized design. Customize with your logo.
- ▶ User-friendly, “single click” buttons for common actions.
- ▶ Menu items and welcome content are fully customizable.
- ▶ Easy access to the full desktop site at all times.
- ▶ Content sections are pre-filled for fast set up but can be edited and changed as often as desired.
- ▶ Location and Doctor content is automatically linked to the desktop site to provide consistency and reduce data entry.
- ▶ Visitors can select their preferred office for multi-location Practices.



PRICING*:

| If you have... | ODMobile is: |
|----------------|--------------|
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|-------------------------|---------------|
| ODLite or ODlingo | Free |
| ODSite | \$18.95/month |

*ODMobile is a service for EyeCarePro customers with ODSite.