



Vendor Highlights

Primary Eyecare Network

October 2009

The Key to Practice Growth & Sustainability

PEN recognizes the importance of patient referral and retention. Because of this, we encourage you to utilize the services of our preferred vendor, **The Performance Edge** to help you achieve higher levels of productivity and profitability while enhancing quality assurance, & customer satisfaction.

The Performance Edge enables **PEN Members** to invite patient feedback, referrals and follow-up services through one cost-effective and integrated program. They also offer customized Mystery Shopping services allowing you to keep a pulse on your practice by ensuring your standards of customer service are being met.



Watch a 3-Minute Video Online:

www.pedge.com/health.html &

contact **The Performance Edge** today for a **free 2-week trial**...

call 800-356-9145 or email support@pedge.com.



Aiding your quest for success

- Are you capturing your patients' feedback?
- Are your patients referring their friends, family & coworkers?
- Are your patients returning time and again?
- Does your staff know your vision?

Patient Feedback, Referral & Retention Programs as low as **\$50/Month for PEN Members**

OPTOMETRYGIVINGSIGHT

Transforming lives through the gift of vision

Give Someone the Gift of Vision



Through its members, PEN has pledged to help give the gift of vision to people in developing countries. 300 million people around the world are blind or vision impaired simply due to the lack of an eye exam and a pair of glasses. Through Optometry Giving Sight, a donation of just \$25 will provide 5 people with eye exams/glasses and \$50 will supply a study pack for optometry students.

In Berkeley last March, PEN launched its campaign to help by asking attendees at PIO 2009 to make donations. Our goal is to raise \$25,000 by PIO 2010 to be held March 26-28, 2010 in Monterey, CA.

Please help PEN reach its goal!

It's easy to become a donor...simply contact the PEN office at 800-444-9230 or PEN@PrimaryEye.net and ask to have a monthly, yearly, or one-time donation billed to your PEN statement.

Thank you for giving the gift of vision!

