

## Hoot in Brief

- ✓ Hoot is a **marketing automation platform** for Myopia Management
- ✓ 60 practices use Hoot **NATIONWIDE**
- ✓ **Increase** revenue, patients and price points
- ✓ **Reduce hassle** of educating parents
- ✓ **Reduce chair time** in education and instruction
- ✓ **Reduce dependency** on staff
- ✓ **Improve** back end process

ON-DEMAND DEMO



Email: bob@hootmyopiacare.com  
Phone: (609) 436-0778



*"HOOT's automated system does the marketing and educating for me, which allows me to spend more time helping my patients."*

- DR. STEVEN SHEINER



Gain New Patients



Deliver Care



Manage Workflow

BOOK DEMO



"WE HAVE A TOTAL OF

**8**

**NEW ORTHO-K PATIENTS** since we have signed on with Hoot so that is very exciting!

- Practice Manager from Multi-Doctor Practice using Hoot

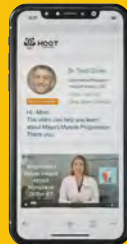


## How Hoot Automates Parent Education & Marketing

Ask parents to scan your QR code in exam room



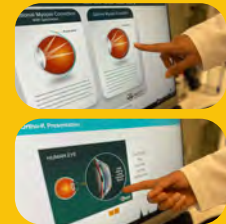
Doctor activates 1-click to Auto-Drip videos to educate parents



Parents come back faster for myopia consultations which converts them to sign up for your myopia program



Doctor uses Hoot presentations to educate and convert parents in the exam room



Increase your fees



Increase parent signups



Confidently ramp up your myopia management practice

Grow Revenue and Scale Your Myopia Management Practice

CLICK HERE TO SEE HOW IT WORKS



Hoot auto-drips personalized messages with educational videos from doctor to patient.



Ready made handouts, presentations, videos, contracts and training content.



1. Parent receives Hoot™ Myopia Handout during pretesting
2. Parent Scans Doctor's QR Code in Exam Room
3. Parent Name gets added to Doctor's Funnel Database
4. Parent receives automated video messages from Doctor
5. Parent calls to book myopia consult with Doctor
6. Parent comes for Myopia Consultation Day
7. Doctor uses Hoot™ Presentation in Exam Room
8. Parent signs up using automated Forms & Agreements
9. Staff and Doctor keep track of every step in patient journey
10. Parent receives automated Ortho-K I&R Videos by Doctor
11. Parent and patient receive automated behavioral coaching videos from Doctor
12. Parents refer other parents

If you're going to do Myopia Management --- use technology to be faster, better, stronger and more profitable.



Hoot has helped Optometrists:

- Increase program fee
- Convert parents faster
- Instruct patients digitally with videos!
- Reduce chair time
- Increase credibility
- Scale faster
- Keep track of each step in the journey

Join the fastest growing myopia care solution trusted by your peers.

Proud to support ODs who use WAVE lenses with a **20% reduced subscription fee** for Hoot only for WAVE.



Special offer expires January 22, 2023.

Take Action and Book Your Demo Today

