



DR. LOWELL H. LEBOVITZ, O.D., F.A.A.O.

Why WebSystem3 is the 'Modern Way' to do Business

Spotlight on The Vision Center

It won't take Dr. Lowell H. Lebovitz, O.D., F.A.A.O., long to tell you why he believes it's important for every eye care provider to be on the forefront of the technological curve. Virtually every communication the Pittsburgh-based optometrist practice makes with its patients is done through WebSystem3, the cutting edge software they acquired three years ago to help streamline patient communications.

"We have been using WebSystem3 for more than three years," says Dr. Lebovitz, who runs the practice along with his colleagues David A. Rosenbloom, O.D., F.A.A.O., and Jessica A. Yannelli, O.D. "It has impacted our practice in a very positive way. It has brought us into the 'modern age.'"

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The Pittsburgh Vision Source location is part of a national consortium of private practice optometrists that share knowledge and resources among its more than 2,700 offices. Dr. Lebovitz, who serves as the co-administrator of the Western Pennsylvania arm of the network, says WebSystem3 is the kind of technology that helps keep providers ahead of competitors by providing a cost-effective and easy-to-use tool.

"I believe WebSystem3 is an excellent addition to a practice management system," Dr. Lebovitz says. "The software has a number of options that can be very beneficial to a practice and help distance you from the rest of the field. WebSystem3 would be a welcome addition to you and your staff."

Recalls are Key

A critical component for The Vision Center or any eye care provider is repeat business. Providing a patient with the ultimate eye care experience, and then getting that patient to come back is the goal. "In the past, our patient recall system had been phone calls and post cards," Dr. Lebovitz says. "About two years ago, we switched over to an outside company to take over this task. But I just wasn't happy with the results."

We got WebSystem3 and automated Patient Recalls has been our main stay.

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And the appointment reminders incorporated into WebSystem3 are an added safety net."

Maximizing Staff Time

One of the biggest benefits of WebSystem3 is it reduces the time an office team needs to operate its day-to-day duties. “The feedback I receive from my staff has been minimal,” Dr. Lebovitz says. “I know that might sound strange, but that’s a good thing. If things are going smoothly, very little interaction needs to take place. One of the great things about WebSystem3 is it gets the job done without our staff being involved. It uses the information from our database to contact our patients in a number of different ways for a number of different reasons.”

Automated Reminders

Dr. Lebovitz says the ability to send out reminders in multiple ways helps set The Vision Center apart from the competition. “Patients often remark how a text or email reminder of an upcoming appointment is helpful in their busy daily activities,” he says. “WebSystem3’s automation puts us on the cutting edge when it comes to patient service and care.”

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Feedback that makes a difference

Today’s consumers evaluate their buying decisions on what friends, family or other consumers “like,” so getting patient feedback can make a real difference. The Vision Center uses WebSystem3’s thank you emails to automatically send out surveys. “In this modern age, I feel feedback on how well an office is doing is essential to ensuring we’re doing what’s necessary to differentiate our practice from everybody else,” Dr. Lebovitz says. “It helps us stay near or at the top where quality and service are involved. Not everyone takes the time to fill out and return their survey, but the ones we get are teaching tools. It helps us gauge our services and improve as needed.”

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6 Ways WebSystem3 Connects You to Your Patients

1. Communications Customized to You

All communication with your patients is branded only to your practice.

2. Appointment Reminders

sent automatically at intervals you select. Patients can confirm appointments and complete patient forms in advance.

3. Recall System

reads actual recall dates from your practice management software and sends up to three recall notices to patients due for reexamination.

4. Text Messaging

Text appointment confirmations and last-minute openings.

5. Thank-You Emails

linked to a patient satisfaction survey sent immediately after your patient leaves the office.

6. Software synchronizes

throughout the day with the majority of practice-management software systems. No need to enter information twice and actual appointment availability is updated.