



Cash-Based Provider of Ophthalmology Products & Services

ClearSight LASIK – Oklahoma City, OK

CHALLENGES

- Aging legacy practice management system with limited CRM functionality
- Poor reporting and analytics to run the business
- Lack of integrated apps for scheduling, SMS, doc gen/e-signature, phones, surveys, website forms

SOLUTION

- Deployed Sales Cloud for lead/patient management & analytics
- Integrated Modernizing Medicine scheduling, Conga, 360 SMS, Delighted, FreePBX cloud-based phone system, website

ROADMAP

Platform is ready for expansion to additional markets



Sales Cloud



Integration



e-Signature



Telephony

Use Cases

- CRM for Sales Consultation
- Platform for Communications
- Integration of Mod Med

