

Ophthalmology Practice – Rescued from Cyberspace Oblivion

Nashua, NH. (August 24, 2007) – Patients searching for high quality eye care services in the southern New Hampshire region can now find what they are looking for after Nashua Eye Associates, in partnership with Sophrona Solutions, launched its first ever online advertising campaign earlier this summer. Prior internet searches for services such as LASIK surgery left the prospective patient helplessly navigating through cyberspace. By implementing an online advertising campaign Sophrona Solutions has provided an accurate and specific link on search result pages that directs patients to Nashua Eye Associates' website.

The Pew Internet Project, Online Health Search 2006, noted in October 2006 that, "66% of health seekers began their last online health inquiry at a search engine". While this number includes searches about disease as well as for healthcare providers, the importance of a visible practice website is paramount. Most new patients will search the internet for a doctor before seeing them in the office – even when they have gotten a personal referral.

Since the campaign's launch four months ago Nashua Eye Associates consistently shows up at the top of search results for ophthalmology related services in their region. This increased visibility on the web has led to a dramatic increase in website traffic. The staff members at Nashua are pleased with this streamlined form of marketing. By targeting eye care patients' online search behavior, Sophrona was able to design a campaign that encompassed the search patterns of Nashua's prospective patients. The return on investment has been huge. The process has involved a minimal amount of time from the Nashua Eye Associates management staff as all aspects of the campaign were handled by Sophrona.

About Nashua Eye Associates

For almost 30 years, Nashua Eye Associates has been providing eye care of unsurpassed quality to patients in the Southern New Hampshire and Northern Massachusetts region. As the largest eye care provider in the region with 13 practitioners and four locations, it offers comprehensive eye care services, cutting edge technology, and the most experienced surgeons in the area. For more information, visit www.nashuaeye.com.

About Sophrona Solutions

[Sophrona Solutions](http://www.sophrona.com) is an innovative healthcare technology firm offering profitable patient communication solutions to ophthalmology practices nationwide. Online marketing services, secure patient portal communication software and patient relationship management tools designed by ophthalmologists coupled with patient adoption and marketing expertise are all offered by Sophrona. Online marketing services ensure online visibility for the practice. Sage Portal improves clinic efficiency, reduces phone call volume, grows patient volume, and increases practice profitability. For more information, visit www.sophrona.com.