

Optometry Recall Reactivation Kit

A starter kit for optometry clinics that want stronger overdue-exam recall, better rebooking quality, and more predictable schedule fill.

Optometrists, office managers, optical teams, and schedulers

GUIDE

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WHAT THIS ASSET COVERS

- Optometry Recall Rebooking Script
- Booking Readiness Checklist for Small Businesses
- Google Review Request Pack for Small Businesses
- Website Conversion Audit Checklist for Small Businesses

SUGGESTED ROLLOUT

1. Rebook overdue recalls with more confidence and better scripting.
2. Tighten scheduling readiness before recall volume increases.
3. Use reviews to reinforce trust around the clinic brand.
4. Strengthen the online path that supports recall and exam conversion.

WORKING ASSET

Includes:

- Optometry Recall Rebooking Script
- Booking Readiness Checklist
- Google Review Request Pack

- Website Conversion Audit Checklist

USE THIS KIT TO

- rebook overdue exams
- improve recall conversion
- protect recurring exam revenue

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Optometry Recall Reactivation Kit" become shared but unmanaged work.
- Use it with optometrists, office managers, optical teams, and schedulers in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

30-DAY ROLLOUT SEQUENCE

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WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Optometry Recall Rebooking Script, Booking Readiness Checklist for Small Businesses, Google Review Request Pack for Small Businesses, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.