

LASIK MD
VISION
LASER VISION CORRECTION

Make this the Year
You Get Clear Vision!

SAVE \$200
Limited Time Offer

See reverse side for details

Starting at **\$490** /eye*

15 or lasikmd.com/200

April 30th, 2011.

✓ The latest technology at the most affordable price
✓ Experienced surgeons who have performed **over 500,000 procedures**
✓ Low monthly payments, **take until 2016 to pay**

Other conditions. Discount of \$1000 per eye applicable to surgery on both eyes only with Advanced Custom Wavefront technology. Surgery must be completed before April 30th, 2011. Cannot be combined with any other discount or offer. Not applicable to previous surgery or previously conducted procedures. See website at www.lasikmd.com. This offer is only available in British Columbia and Alberta. Offer subject to change or termination without prior notice. *Prices are subject to change without prior notice. Prices are based on prescription strength. See website for more information. © LASIK MD. Canada Post AdCard™. Printed in Canada.

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Marc Pelletier
Director of Relationship Marketing
LASIK MD



Background

LASIK MD, the country’s only national provider of laser vision correction, performs more than half of all LASIK procedures in Canada. The company operates 29 clinics in nine Canadian provinces, and two in the United States. LASIK MD provides quality medical care using the latest technology at an affordable price. LASIK MD surgeons are highly experienced in the field, having collectively performed more than 500,000 procedures.



Marketing strategy and challenge

Although LASIK MD enjoys an excellent reputation and a healthy share of the laser vision correction market, the company continues to look for better ways to reach high-potential prospects. For LASIK MD, this means connecting with its desired demographic—households containing individuals aged 18-35 where annual income falls within a certain range.

CLIENT: LASIK MD

SECTOR: Medical

GOAL: Drive new business

SOLUTION: AdCard™ for Unaddressed Admail™ and GeoPost™ services from Canada Post

Seeking a more effective alternative to co-op plastic bag advertising they had been using, in March 2011, LASIK MD turned to Canada Post.



Canada Post solution

Working with Canada Post’s Direct Marketing advisor, LASIK MD arrived at the ideal solution: the AdCard™ for Unaddressed Admail™ and GeoPost™ services from Canada Post. The AdCard service is a one-stop Admail™ solution where Canada Post takes care of everything but the artwork. Through profiling and the advanced targeting capabilities of the GeoPost service, LASIK MD was able to identify the postal routes where the best prospects lived—individuals who would be more receptive to the company’s offer.



Results

“The campaign results were excellent,” said Marc Pelletier, LASIK MD’s Director of Relationship Marketing. “In fact, the campaign delivered results more than three times greater than expected in terms of response rate, gross revenue and procedure volume.”

Overall results (actual vs. objectives)

Response rate: 3.4 times higher
Gross revenue: 3.8 times higher
Surgeries: 3.4 times higher
ROI: 3.2 times higher

“The oversized AdCard piece also had the advantage of getting noticed,” says Pelletier. “Because it arrived in mailboxes as a distinct and separate piece, rather than in a poly-bagged grouping of direct-mail pieces, the card didn’t have to compete for consumer attention.”

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