

On-Hold Message Program

The GSRx Captive Communications™ On-Hold Message Program is a cost-effective tool to promote your services in a highly professional format. What patients hear while on-hold is vital, and Captive Communications uses its 30+ years in the advertising industry to help you communicate with your patients. Message-on-hold works, and here's why:

- 60% of callers put on "silent" hold will hang up
- 30% of first-time callers who hang up, do not call back
- 16-20% of callers make a purchase based on an on-hold offer
- Offices with on-hold messaging see a 15% increase in inquiries, and 12% increase in requests for services

By allowing GSRx to include product-specific messages alongside your own office customized and generic eye-health related messages, offices can take advantage of a significant cost savings over similar, less-effective programs. The messages on your system will be customized to:

- Highlight details about your office
- Inform and educate patients of generic eye health topics
- Introduce patients to GSRx's epik™ lens products, Proper Optics®, and ProperOptics.com. (Office chooses appropriate message groups to match their GSRx and Proper Optics product offerings.)

Subscription Options & Pricing Details

UNLIMITED MESSAGE UPDATES

Discounted cost: \$55/month*

The ultimate flexibility in marketing in-store promotions, seasonal information, and more! Anytime you want a new message, you'll contact Captive Communications™ and receive a new production via e-mail.

QUARTERLY MESSAGE UPDATES

Discounted cost: \$40/month*

Create new message rotations once every 3 months.

* Per location, when paid in full annually. Month-to-month options billed with a 5% surcharge. All options include a ProDigital USB System if needed.



GSRX

TO SIGN UP, VISIT:
GS-RX.COM/ON-HOLD-MESSAGING



On-Hold Message Program Sign Up

Please complete the following form and submit it to your sales rep.
You may also complete this form online at: **www.gs-rx.com/on-hold-messaging**.
You must submit a form for EACH office location if you have more than one.

Authorized Office Representative Name _____

Office Name _____

Office Address _____

City _____ ST _____ Zip _____

Office Phone _____

Office Email _____

Subscription Options (Select one. Month to month billing options available with a 5% surcharge.)

☐ Unlimited Message Updates (\$55/month per location, when paid in full annually.)

☐ Quarterly Message Updates (\$40/month per location, when paid in full annually.)

Message Groups (Select all that apply. All message sets will included relevant medical and eye health messages.)

☐ Proper Optics® Eyewear

☐ ProperOptics.com

☐ epik™ Lenses & Coating Options

Do you currently carry Proper Optics® eyewear in your office?

☐ Yes ☐ No ☐ No, but I am interested in learning more.

Are you currently a ProperOptics.com e-commerce partner?

☐ Yes ☐ No ☐ No, but I am interested in learning more.

Signature _____ Date _____

Billing and system set-up will be handled directly by Captive Communications™.
They will contact you directly following sign-up. For questions, call (507) 662-6244.