



## Case Study

**Dr. Courtney Thelen**  
**Annandale EyeCare**  
Annandale, VA

# Turning Self-Pay Patients into Loyal Members



Annandale EyeCare had no formal program for self-pay patients, relying on discounts and workarounds that didn't quite work for them. Dr. Courtney Thelen wanted a solution that was easy to implement, efficient for staff, and valuable for patients.

With VisionHQ, the team quickly launched a membership plan, doubling their monthly self-pay patient count and streamlining daily operations. Now, they're seeing stronger retention, higher revenue per patient, and fewer administrative headaches.

### Challenge

No scalable self-pay option and too much administrative overhead.

### Solution:

Dr. Thelen launched a VisionHQ membership plan with automated billing and easy enrollment.

### Results:

Doubled self-pay patients, simplified operations, and increased profitability.

## Expanding access to quality vision care

Dr. Thelen and the team at Annandale EyeCare more than doubled their self-pay patients by launching their membership plan with VisionHQ.

