



Case Study

Dr. Ashley McFerron, OD
Canby Eyecare
Canby, OR

Improve Patient Retention With an In-House Vision Membership Plan



Dr. Ashley McFerron, owner of Canby Eyecare, was frustrated with the limitations of vision insurance and its impact on both patient care and practice growth. After trying to manage an in-office membership plan manually with little success, Dr. McFerron adopted VisionHQ in February 2024. The transition was smooth, and the practice quickly saw results. On the first day, three new members enrolled in the membership plan, and since then, retention has increased, especially among patients without insurance or those whose insurance wasn't accepted at the practice.

By offering a customized, automated membership plan through VisionHQ, Canby Eyecare has been able to significantly reduce its reliance on third-party payers. Patients appreciate the flexibility and value of the membership plan, leading to an 80-90% retention rate. The practice has already phased out one insurance plan and plans to eliminate more in the future. With a greater ROI than third-party insurance, VisionHQ is now an integral part of Canby Eyecare's long-term growth strategy.

Challenge

Managing patient growth and limitations of insurance without a sustainable membership model.

Solution:

Dr. McFerron launched an automated membership plan using VisionHQ.

Results:

Strong patient retention, fewer insurance plans, and better ROI from members

Expanding access to quality vision care

A membership plan with VisionHQ is able to give patients of Canby Eyecare a better solution for their vision health.

