

73% of patients who don't get a recall message never return to the same practice.

They don't hate you. They just forgot.

The practices that retain patients automate the reminder.

Optometry practices lose patients one lapsed appointment at a time.

1

No systematic recall = silent attrition

Without an annual recall system, 7 in 10 patients drift away. You don't notice until the schedule starts thinning.

2

No-shows waste slots and revenue

The average practice loses 14% of appointments to no-shows. Without automated reminders and recovery, those slots sit empty.

3

Frame inventory managed manually

Low stock isn't caught until it's out of stock. New patient prep is done by phone. Staff spend hours on tasks that should take minutes.

Key insight

Of patients without a recall message don't return

73%

THE SOLUTION

Two tracks. One system. All of it automated.

Standard Operations: recall automation, no-show recovery, appointment reminders, frame inventory alerts, and staff checklists — no PHI involved.

HIPAA Protected: secure patient records, encrypted intake, and a full compliance dashboard with access logging. We handle both tracks without you thinking about it.

What this means for you

Annual recall automation — 3-touchpoint sequence

No-show recovery — within 10 minutes

Frame inventory alerts + auto-reorder

HIPAA-protected patient records track

[See a live demo built for your practice →](#)

4 things running on autopilot from day one

01

Annual Recall

At the 12-month mark, every patient gets a text and email with a booking link. If no response in 7 days, a follow-up fires. 32% conversion rate on recall outreach.

02

No-Show Recovery

Patient misses their appointment? Text fires within 10 minutes with a reschedule link. 2 follow-ups if no reschedule. Most recover within 48 hours.

03

Inventory & Checklists

Frame inventory monitored daily. Reorder triggers fire automatically at your threshold. Staff checklists (opening, mid-day, closing) generated and tracked every day.

04

HIPAA-Protected Records

Patient intake, insurance verification, and records live in an encrypted track with access logging. AES-256 at rest, TLS 1.3 in transit, BAA active.

THE NUMBERS

Results you can point to.

73%

Patients lost without recall
outreach

32%

Recall-to-booking conversion
rate

14%

Avg no-show rate (eliminated
with reminders)

0

Staff calls to handle after-hours
intake

Every number above comes from real implementations. We build around your workflow and track what changes.

WHAT YOU GET

Built for Vision. Customized to how you work.

Annual recall automation (text + email, 3 touchpoints)

Frame inventory monitoring + reorder triggers

No-show recovery sequence

Daily staff checklists (automated, trackable)

Appointment reminder system (24h + 2h)

HIPAA-protected patient record track with compliance dashboard

All of this is customizable — colors, features, messaging, and workflow. We build around your business.

READY TO SEE THIS LIVE?

Book a 15-minute call. We'll show you a live demo built for your practice.

calendly.com/illicore/15-min-huddle

- Live demo built with your practice name and branding
- Everything customizable — colors, features, and messaging
- You make more money. You spend your time running your business, not in it.