

How an IbisVision customer maximised chair time, reduced unnecessary appointments, and improved patient pathways with online vision checks.

This IbisVision customer, a leading eye care retailer, set out to transform how they manage patient demand and improve operational efficiency.

By introducing online vision checks and implementing IBISrecheck, they have taken an important step in their digital transformation journey, reducing unnecessary patient appointments and freeing clinicians to focus on delivering high-value care.



15%

of patients identified vision changes before booking an appointment.

85%

required no in-practice exam, enabling direct pathways to purchases.

It took an average of 3 minutes for patients to check if their prescription had changed. No clinician time wasted.

3 MINUTES

No age limit to online screenings; the biggest user group for this provider was over 65's followed by 36-45.

OVER 65

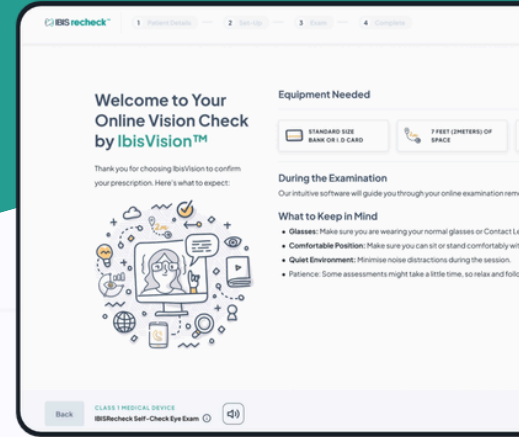
Digital truly works for everyone.

Vision changes drove £1,200 in guaranteed eyewear sales, while direct-to-purchase journeys added £6,900 – no clinician time required.*

*based on average cost of purchase for this provider over one marketing campaign.

Screen, Triage, Convert.

Building the future patient base.



33.3%

who completed were at recall stage for their next eye test.

3 OUT OF 4

of those with changes had received an eye test in the last two years; highlighting the need for monitoring solutions in-between appointments.

Vision checks, anytime, anywhere.

Try our *Online Vision Recheck*.

Powered by



37%

of patients came from the CheckMy.Vision referral network. (Generated by IbisVision and referred)

63%

The rest? Direct via the eye care providers white-labelled Recheck; showing strong patient trust and brand confidence.



Increased conversion and sales opportunities



More meaningful clinician-patient interactions

The Challenge

- High volumes of low-value appointments
- Clinician time spent on patients with no prescription change
- Pressure to improve efficiency without impacting experience

The Solution

IBISrecheck Lite – a fast, automated vision check for routine cases.

The Impact

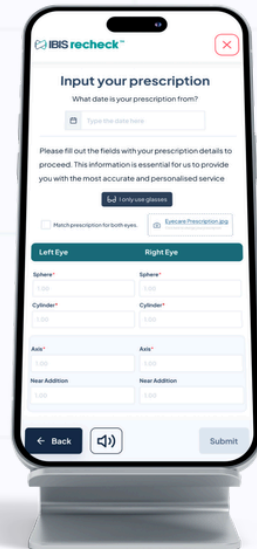
Smarter patient screenings and triage.

Routine cases are filtered, complex cases prioritised – so clinicians can focus on where they add the most value.

- More high-value appointments per clinician
- Fewer unnecessary in-practice visits
- Stronger sales conversion and patient satisfaction

What's next for this customer?

As an early adopter of our new Campaigns feature, they can now showcase brands, products, and offers within the vision check itself – turning every patient interaction into a powerful engagement opportunity. Watch this space!



Ready to get started?

www.ibis.vision



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