

Dr. Nhu Phamle

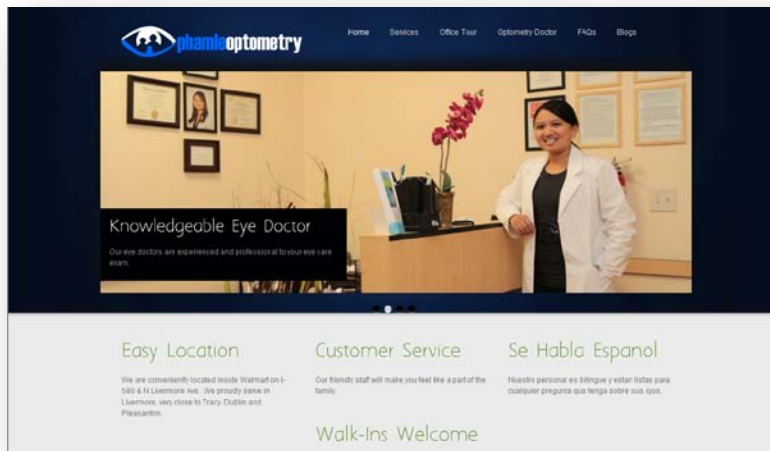
Livermore Walmart

U.C. Berkeley Optometry School

Open only a short time, the Livermore Walmart already has a growing patient base due to the continued efforts of the new managing optometrist, Dr. Phamle. On

December 15th, Dr. Phamle and the Vision Center coordinated a Grand Re-Opening Event where they passed out marketing materials, provided snacks, showcased Coppertone Polarized Lenses, and set up a holiday card making table for children.

Dr. Phamle has continued her marketing efforts by passing out her business cards to patients for referrals, emphasizing colored contact lenses in printed advertising in the local high school and community college newspapers, and creating her own website which



www.phamleoptometry.com



Dr. Phamle and her assistant, Lupe Rosas.

provides her biography, services, and store hours & contact information. She also visits apartment complexes to ask property managers to pass her information to new renters and offers free vision screenings to Walmart customers (with the approval of her store manager).

Quality patient care is an important factor Dr. Phamle and her assistant, Lupe, take seriously. Lupe takes the extra time to fully explain insurance benefits to their patients and passes out little gifts from the office Treasure Chest for younger patients. Not only does Dr. Phamle note personal tidbits about each patient for future conversations, she also takes the time to explain each test and address any concerns her patients may have.

Desipe having to move shopping carts away from her front door, Dr. Phamle says the benefit of contracting with FirstSight is the low overhead cost and the high volume of Walmart traffic. She also enjoys the freedom to partner with the ValleyCare Medical Foundation Health Clinic and the Walmart Vision Center & Pharmacy to raise awarness.

In her free time, Dr. Phamle enjoys watching the San Francisco Giants play and running in 5K marathons.

Thank you for your hard work and dedication Dr. Phamle!