

CASE STUDY: REPUTATION MANAGEMENT

From Foundation to Five Stars: See Vision's Premier Launch with Promptly

- **Client:** See Vision Eye Institute (Ophthalmology)
- **The Goal:** Launch a 15,000-sq.-ft. practice and surgery center from scratch.
- **The Challenge:** Building a patient base, reputation, and efficient workflows from Day 1 with a lean team.
- **The Solution:** Promptly's Reputation Management, Automated Reminders, Two-Way Texting, and Benefits Verification.



Building from the Ground Up

When Dr. Gorsak and strategist Myra Cherchio set out to build See Vision, they weren't just fixing an existing practice, they were creating a destination. They needed a technology partner that could automate administrative burdens and build the "word-of-mouth" trust essential for a new healthcare entity.

"My whole career is building boxes and then filling them with doctors and patients. For See Vision, we needed a partner that treated us like a priority, not just a number."

— Myra Cherchio, Practice Development Expert



A Partner, Not a Vendor

Having worked with industry giants like Phreesia and Clearwave, Cherchio chose Promptly for its agility and personalized support.

Human-Centric Tech

See Vision implemented Promptly before opening their doors to ensure every patient interaction felt like a "concierge" experience.

Scalable Automation

Designed to support a small, growing team by handling the "heavy lifting" of scheduling and verification.



A Five-Star Success Story

An Unshakeable Online Reputation

In just 19 months, See Vision generated approximately 450 Google reviews with a 5-star average.

Branded Touchpoints

By using Dr. Gorsak's photo in review requests, See Vision maintains a personal connection that drives engagement.

Quality and Quantity

Patients don't just leave stars; they write detailed testimonials.

Efficiency Through Automation

With a team of under 20 employees, automation was the key to scaling without burnout.

Two-Way Texting

Replaced waiting room shouting with "free-range" patient notifications, allowing guests to enjoy the state-of-the-art facility.

Benefits Verification

Automated workflows allowed the front desk to focus on patients in the room, not paperwork in the back.

“Anish [Promptly CEO] talks about using technology so we can be human. That is our goal. Our patients never feel like they're being managed by tech—they feel managed by people. Promptly has been foundational in making that happen.”

— Myra Cherchio