

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Optometry Practice's Staff Retention?

Hi [First Name],

As an optometry practice owner, you're likely facing two major challenges right now:

1. Qualified optometric assistants and technicians are harder than ever to find and keep (with turnover rates exceeding 25%)
2. Traditional health insurance is becoming unaffordable for optometry practices operating with increasing frame costs and declining vision plan reimbursements

I work with optometry practices across [region/country] who tell me the same story - they want to offer benefits to attract and retain good staff, but the cost of traditional insurance is crushing their margins.

What if you could offer your optometry team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for optometry practices like yours. Our optometry clients are seeing:

- 33% higher retention of optometric assistants and technicians
- \$3,700+ savings per employee compared to traditional insurance
- Improved patient satisfaction through consistent care teams

I'd like to share a quick 3-minute video showing how optometry practices like yours are using this solution to keep their best staff while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Optometry Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at alllutional.com

Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

Subject Line: How [Local Optometry Practice] Solved Their Staff Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your optometry team.

Did you know that optometry practices with some form of health benefits retain assistants and technicians 35% longer? In an industry where patient relationships depend on consistent care providers, that's significant for your practice growth and optical sales.

[Optometry Practice Name], a practice in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good optometric assistants to corporate optical chains with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with declining vision plan reimbursements. Alllutional's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that doesn't require missing patient appointments." - [Doctor Name], Practice Owner

Here's what Alllutional's non-insurance benefits package includes for your optometry team:

- 24/7 telehealth access for staff and their families (perfect for addressing their own vision concerns)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Optometry Practice Name]?

Best regards,

[Your Name]
Optometry Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at alllutional.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing a Trained Optometric Assistant (And How to Stop It)

Hi [First Name],

When a trained optometric assistant or technician leaves your practice, it costs approximately \$16,000 to replace them.

For an optometry practice with 5 team members and an industry average turnover rate of 25%, that's \$20,000 walking out the door each year.

But what's driving them away? Our research with optometry practice owners shows:

- 67% of optometry staff would choose a practice with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor without missing work (especially important during your busy patient hours)

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

ROI CALCULATION:

If you retain just 2 team members per year who would have otherwise left, you're saving \$32,000.

That covers the Alllutional benefits cost for your entire 5-person team for over 10 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your optometry team.

Best regards,

[Your Name]
Optometry Practice Benefits Specialist
[Your Phone]
[Your Email]

Email 4: Overcome Objections (Send 5 days after Email 3)

Subject Line: [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your optometry practice. Most of the optometrists I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your team can enroll between patient appointments.

"My staff won't use these benefits."

→ 91% of optometry teams with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing work.

"We've looked at benefits before and they're too expensive with our vision plan reimbursements."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single pair of frames.

Here's what [Doctor Name] from [Similar Local Optometry Practice] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of my best optometric assistants was considering leaving for a corporate chain with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Optometry Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Optometry Practice Name].

Email 5: Final Call to Action (Send 7 days after Email 4)

Subject Line: Final Thoughts on Staff Benefits for [Optometry Practice Name]

Hi [First Name],

Over the past few weeks, I've shared how other optometry practices are using Alllutional's affordable benefits package to:

- Attract and retain qualified optometric assistants and technicians in a competitive market
- Provide valuable healthcare access without insurance costs
- Improve patient satisfaction and optical sales through consistent care teams
- Save thousands compared to traditional benefits

I understand you're busy running your optometry practice, so this will be my final follow-up.

If staff retention and offering affordable benefits is a priority for your practice this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit alllutional.com or use this direct link to see pricing for your team size: [Custom link to alllutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during your lunch break or after patient hours.

Thank you for your consideration, [First Name]. I wish you continued success with [Optometry Practice Name].

Best regards,

[Your Name]
Optometry Practice Benefits Specialist
[Your Phone]
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific optometry practice needs.