



2011 Savings Report

Prepared for: Marketing Team at LCA

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Note: This document will be updated quarterly, use your included link to check for updates.

February 2, 2012

Piece	Old Cost	New Cost	Annual Savings
Info Packet (Packet A)	\$5.73	\$2.28	\$81,322
Appointment Reminders	\$1.75	\$0.72	\$18,272
Doctors Bios	\$0.80	\$0.13	\$36,180
Marketing Asset Management - reduction in Lasik staff time (TBD)			
Total			\$135,774

