



NEWS RELEASE

## Weaving Optometry's Communication Hub

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Weave Launches into Optometry- Proving Some Insights Really are Better than Others  
LEHI, Utah, April 12, 2016 /PRNewswire/ -- [Weave](#) will announce its launch into the Optometry market at Vision Expo East 2016 (VEE) at the Javits Center in New York City, April 15 – 17. Weave is a patient communication software platform that helps practitioners improve their patient interactions, providing timely information about each patient and their family as soon as the phone rings.

"We're pumped about this week's launch into Optometry. It's our latest venture and we believe Weave will be the golden ticket for optometrists looking to take their practices to the next level" said Brandon Rodman, Founder and CEO of Weave. "Optometrists will find all the same patient insights and revenue generating opportunities their dental counterparts have seen enormous success using are just as relevant and useful in their own practices."

Prior to this launch into the optometric sphere, Weave bolstered their ranks with the hiring of Aimee LaFont Leifer, the new VP of Business Development. Leifer, formerly of Demandforce, brings years of experience and contacts in the optometry space that Weave will hope to leverage. Some of the most valuable among these contacts are the practice management software companies. From the onset, Weave will launch with an unprecedented number of integrations ready and waiting for use, with many more not far from completion— among these are RevolutionEHR, OfficeMate, MaximEyes, Practice Director, Compulink, Crystal PM and more.

"We can't live without [Weave](#). The way we use it day in and day out makes it so we can't live without it. In the same way that previous appointment reminder software changed the industry, Weave is taking it to a whole new level, revolutionizing the way we communicate with patients in Optometry," said Dr. Kevin Gee, OD, FAAO. "The integration with OfficeMate is phenomenal as well! The information that Weave pulls is timely, amazing and exactly what we need, when we need it, and I love that my staff can greet my patients by name and jump straight into the patient care. We rely solely on Weave for communicating with our patients."

Out of the gate, Weave is offering its complete communication platform focused on providing information at the moment it's needed by the front office—when the phone rings. This timely information helps the staff more personally interact with patients in a way that they never have before—driving more revenue generating opportunities and helping build more long-term trusting connections. Weave provides a phone system that seamlessly integrates with the practice management software. When a phone call comes into the practice, before picking it up, office staff will

not only know who is calling, but everyone in the household. A balance-owed feature is included and 'Glasses Ready' text-alert feature will be added shortly. Because of Weave's PMS-to-phone integration, practices have the ability to do all this and much more (call recording, true Google reviews, full two-way text messaging from the desktop, as well as text reminders and appointment confirmations—just to name a few).

**About Weave**

Weave was founded in 2008 as a recall service for dental offices. In the last eight years, Weave has diversified its service offerings and grown into numerous industries. In 2014 Weave became part of the illustrious Y-combinator family, allowing for further growth and success.

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