



GLACIAL
MULTIMEDIA

OPHTHALMOLOGY MARKETING ROADMAP 2026



MARKETING FOR CATARACT SURGERY AND PIOL

While ASC facility fees for cataract surgery (CPT 66984) are increasing roughly 3.4%, the physician professional fee is being cut approximately 11%, dropping from \$521.75 to \$466.87. For practices, the net impact depends on your compensation structure and case mix, but the physician side is taking the hit while operational costs continue climbing.

Practices know premium IOLs are the answer to margin compression. The challenge? Converting consultations into surgeries. Gaps in follow-up systems, patient education, and consultation processes are leaving hundreds of thousands on the table annually.

- Reviewing your spend and position with cataract marketing
- Is your explanation of the PIOL options simple or difficult?
- How is your targeting variance between META and Google?
- Are you showing real patient stories about before and after?

TRUST SIGNALS IN 2026

Refractive Surgery Council and their trust signal focus

We plan to follow the guide of the RSC for expanding the trust signals of our clients. Trust signals are elements—on a website, in marketing, or during the patient journey—that reassure people they're making a safe, credible, and high-quality choice. For eye doctors and medical practices, strong trust signals can dramatically improve conversions, reduce hesitation, and make patients feel confident moving forward.

- We expect trust signals to weigh heavy in upcoming AI search
- Do you have a pre-developed list of these trust signals?
- How do you compare with competition?
- What are your trust signal advantages?



USING AI TO ENHANCE LEAD QUALITY

- Leads generated with Data from AI more likely to convert
- Using software to integrate with META and Google
- Google and META inside AI (Pmax...etc.)
- The power of tracking leads and conversions to surgery



CONTENT IS KING... VIDEO IS NOW QUEEN

- Where is video in your 2026 strategy
- Need a strong video component with social media
- Don't underestimate YouTube
- Are you using storytelling concepts



[View our video ads gallery.](#)



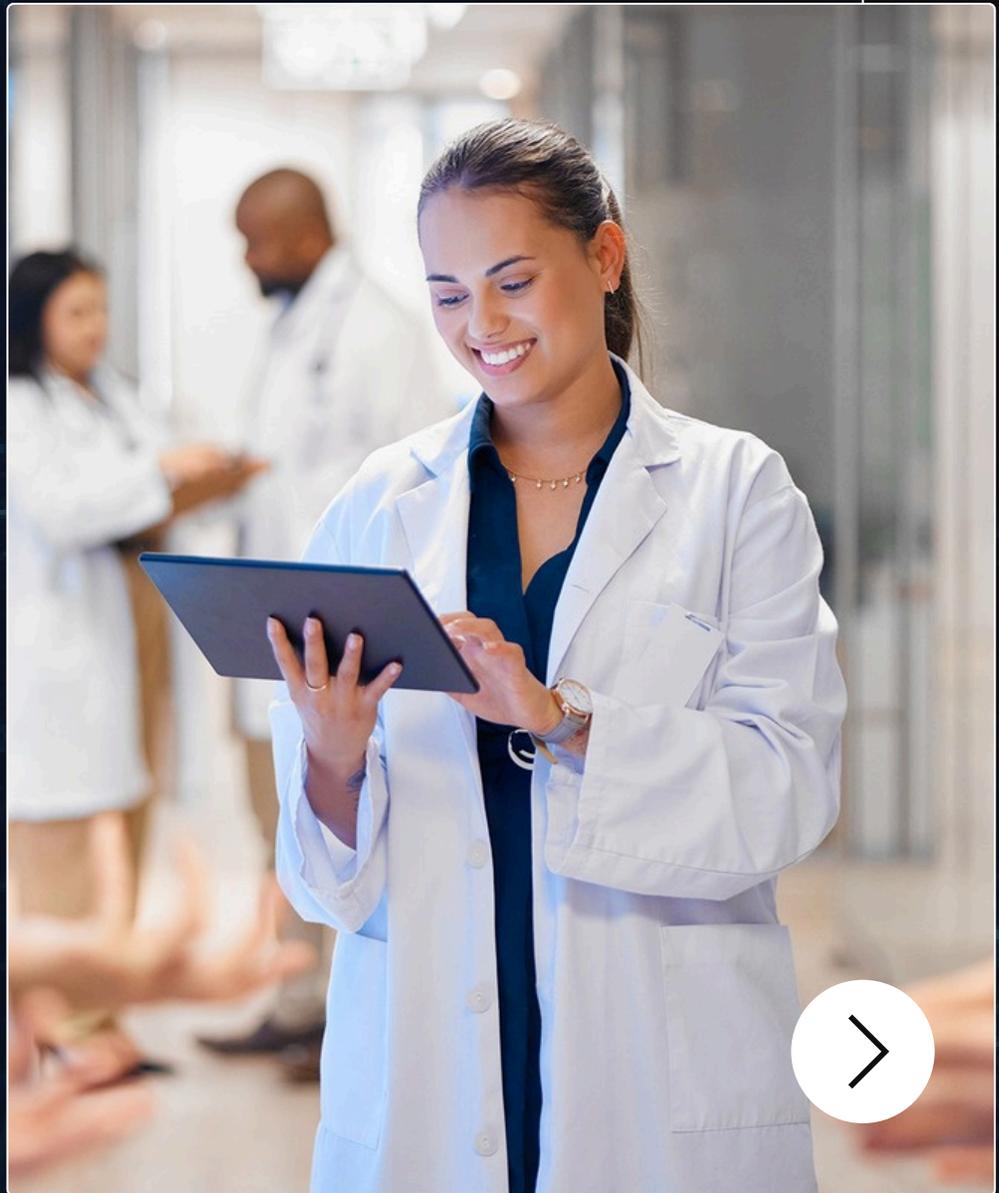


OPHTHALMOLOGY MARKETING PIVOT POINTS

- Refractive surgery focus on RLE and GenX
- PIOL opportunities in cataract surgery
- Marketing modern vision correction
- Dry eye, eye exams and optical expansions

CONVERSION OBJECTS & AI TOOLS FOR ENHANCEMENT

- The new call follow protocol
- Companies using AI
- Patient experience software
- AI powered Ad optimization



SOLVING THE LEAD TO CONSULT BOTTLENECK

- In-house or outsource
- Discipline with CRM tools
- Developing multiple contact methods
- Creating multiple drip campaigns



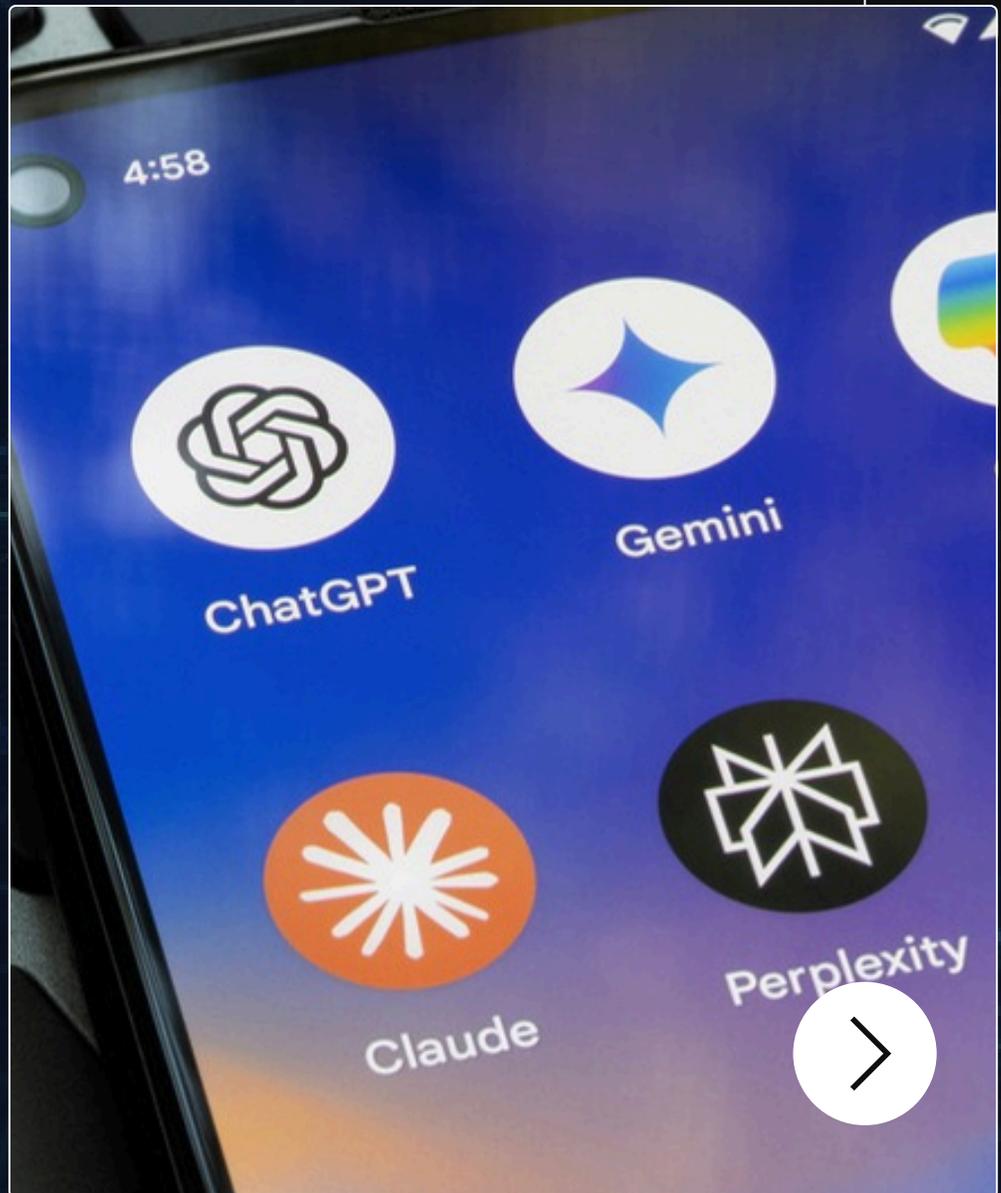
BE EVERYWHERE THAT YOUR AUDIENCE IS

- Review omnichannel marketing opportunities
- Where is your mobile presence?
- Are you present on social media ?
- Does the community know you?

GENERATIVE SEARCH

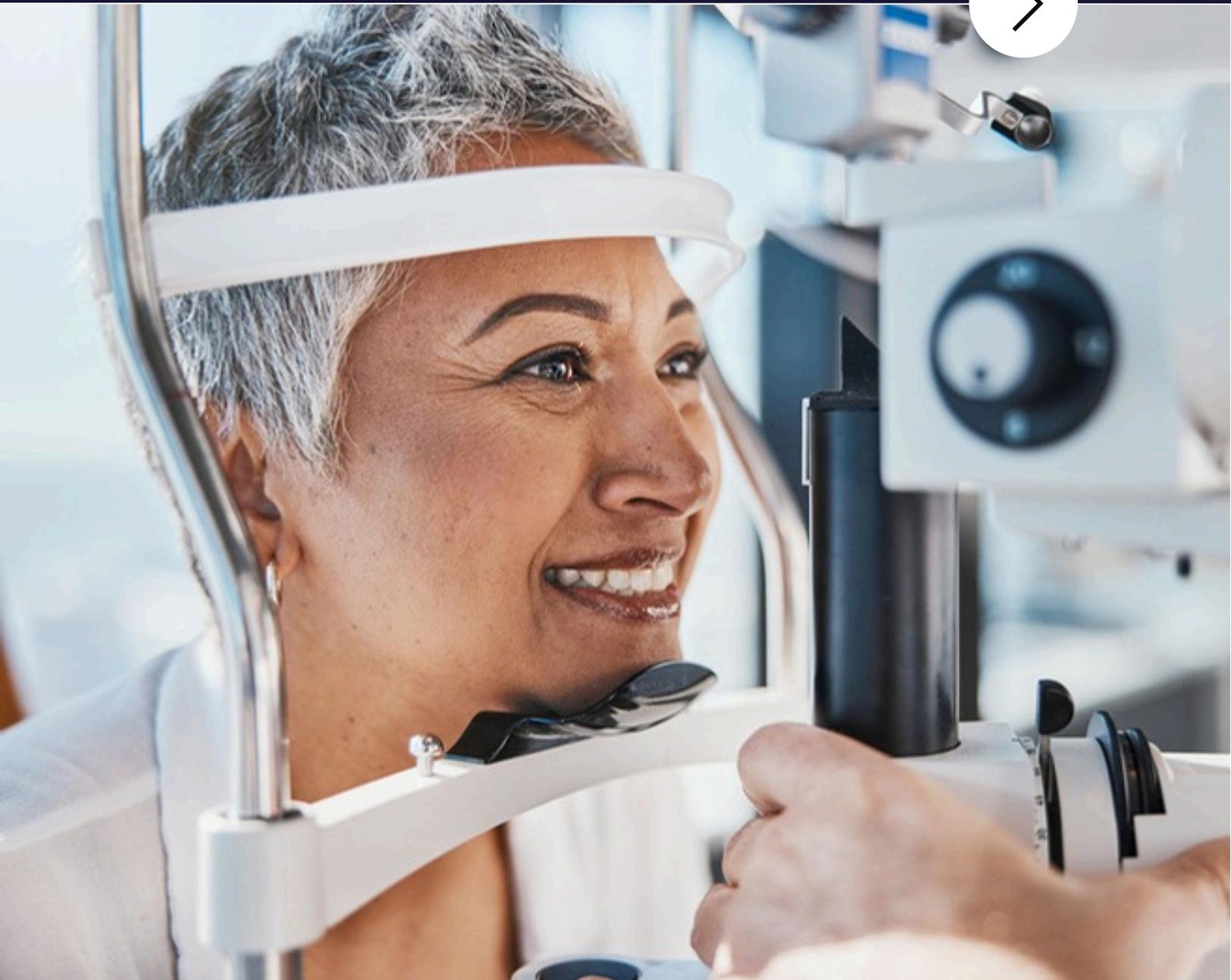
WHERE ARE YOU?

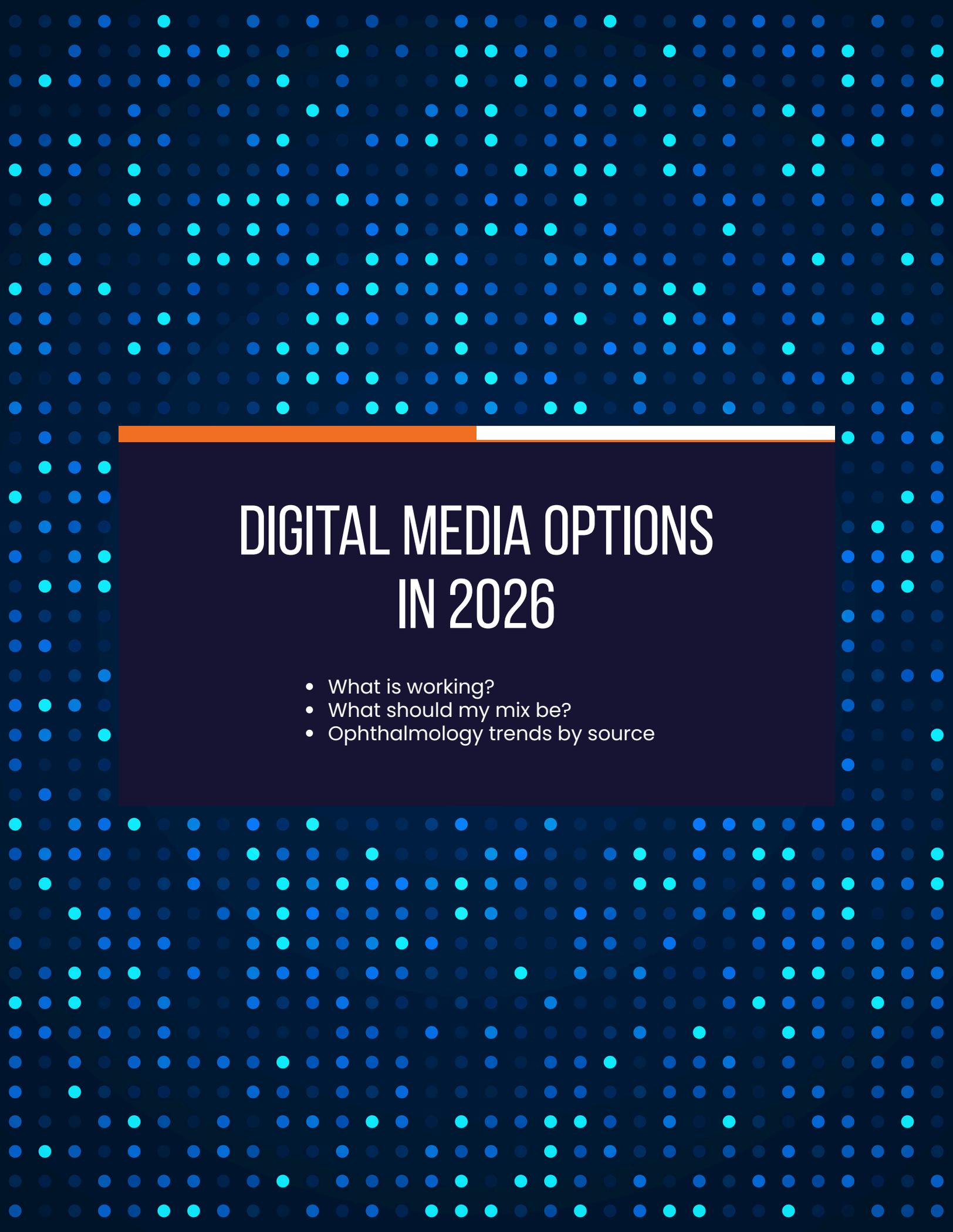
- What things can be done to show up?
- Creating mark up pages
- The importance of Trust Signals



PERSONALIZATION = HIGHER CONVERSIONS

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DIGITAL MEDIA OPTIONS IN 2026

- What is working?
- What should my mix be?
- Ophthalmology trends by source

LETS GET MORE QUALITY LEADS IN 2026

If you liked the direction of this roadmap and would like to schedule a one on one consultation with strategic marketing directors at glacial contact us today.

Scan to sign up for a
marketing planning
consultation

