



CASE STUDY:

MID FLORIDA EYE CENTER

DRIVING NEW PATIENTS THROUGH HYPER-TARGETED ADVERTISING

Mid Florida Eye Center partnered with Evok Advertising to increase patient acquisition and strengthen brand visibility across Central Florida. With four locations serving Mount Dora, Leesburg, and The Villages, the practice sought to reach new patients and promote specialized eye care services through a targeted, multi-channel approach.

Our team developed an integrated marketing strategy designed to connect with the senior demographic while emphasizing the practice's trusted expertise and patient-centered care. Through a mix of print, out-of-home, digital advertising, and email marketing, evok delivered a cohesive campaign that combined lifestyle storytelling with medical credibility. The result was a measurable increase in new patients, higher engagement online, and greater awareness of Mid Florida Eye Center as a leader in advanced vision care.



INDUSTRY
HEALTHCARE



AUDIENCE
SENIOR RESIDENTS OF
MOUNT DORA, LEESBURG
AND THE VILLAGES
SEEKING SPECIALIZED
EYE CARE SERVICES



CATEGORY/TACTICS
DIGITAL ADVERTISING
PRINT ADVERTISING
OUTDOOR ADVERTISING
EMAIL MARKETING
CREATIVE DEVELOPMENT

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OUR VISION IS TO MAKE YOURS BETTER

MID FLORIDA EYE CENTER
CATARACT & RETINA LASER INSTITUTE
EXCELLENCE IN EYE SURGERY

SPECIALISTS WITH EYE-OPENING EXPERIENCE.
Renowned for participating in nationwide research studies and pioneering advances in vision-saving technologies, Mid Florida Eye Center provides the experience you need and the dedicated care you deserve. With two glaucoma specialists, Dr. Gregory Panzo and Dr. Courtney Bovee, our practice is proud to offer the major specialties of eye care under one roof, so you can be sure you are receiving the most experienced and best possible care and treatment options. Your Sight Our Vision.

Dr. Panzo Dr. Bovee

888.820.7878
MIDFLORIDAEYE.COM

MOUNT DORA | LEESBURG | ADJACENT TO THE VILLAGES' COMMUNITY
STONECREST | WILKESWOOD

CATARACT | RETINA | COSMETIC | GLAUCOMA | LASERS



See More of the Little Things.

MID FLORIDA EYE CENTER
"Our vision is to make yours better"

See the difference clear vision can make. At Mid Florida Eye Center, our team of skilled specialists, world-class surgery centers and state-of-the-art technology ensure you see the best parts of life clearly.

Five Clinic Locations—Mount Dora | Leesburg | Apopka | The Villages | Stonecrest & Santa Fe Crossing

• Board Certified • Fellowship Trained

Call Today 888.820.7878 or 352.735.2020 Visit Us Online at MidFloridaEye.com

Ray D. Maizel, M.D. Shawn C. Wilker, M.D.

Cataract | Retina | Cosmetic | Glaucoma | Lasers

Print Ads



YOUR SIGHT, OUR VISION.

Maizel Wilker Panzo Baumann Charles Goldey Bovee

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EXPERIENCE THAT PUTS YOUR FUTURE IN FOCUS.

Maizel Wilker Panzo Baumann Charles Goldey Bovee

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Mobile Ads



Mid Florida Eye Center is an eye care practice with four locations: Two (2) in Mount Dora, one (1) in The Villages and another in Leesburg. Working with Mid Florida Eye Center, our goal was to drive new patients in their service areas through website form fills and phone calls.

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#becataractfree

Schedule a cataract evaluation to learn more today.
MIDFLORIDAEYE.COM

#becataractfree

Schedule a cataract evaluation to learn more today.
MIDFLORIDAEYE.COM

#becataractfree

CATARACTS
The most common cause of vision loss in people over 50.

Schedule a cataract evaluation to learn more about the treatment options available to you.
MIDFLORIDAEYE.COM

BE CATARACT FREE

CATARACTS
The most common cause of vision loss in people over 50.

Schedule a cataract evaluation to learn more today.
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Banner Ads



To effectively reach Mid Florida Eye Center's primary audience in the senior market, our media team developed an approach that consisted of print publications and out-of-home advertising channels, while also implementing a wide-reaching digital advertising campaign and email marketing.

Our creative team focused on emphasizing expert care through testimonials and fostering patient interest through lifestyle content that highlighted the benefits of clear vision.

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Dr. Maizel Dr. Wilker Dr. Panzo Dr. Baumann Dr. Charles Dr. Bovee

MID FLORIDA Eye CENTER

CATARACT & RETINA LASER INSTITUTE

MidFloridaEye.com

See More Breathtaking Views.

“Our vision is to make yours better”

Our team of cataract specialists, state-of-the-art surgery centers and decades of dedicated work can change the way you experience the world around you and ensure you see life's grandest views clearly.

Five Clinic Locations—Mount Dora | Leesburg | Apopka | The Villages: Stonecrest & Santa Fe Crossing

• Board Certified • Fellowship Trained

Call Today | 888.820.7878 or 352.735.2020 | Visit Us Online at MidFloridaEye.com

Gregory J. Panzo, M.D. | Jeffrey D. Baumann, M.D. | Robert C. Charles, M.D.

YOUR SIGHT, OUR VISION.

Dr. Maizel Dr. Wilker Dr. Panzo Dr. Baumann Dr. Charles Dr. Goldey Dr. Bovee

THE SPECIALISTS WITH EYE-OPENING EXPERIENCE.

As the premier practice in the area offering the major specialties of eye care under one roof, Mid Florida Eye Center is renowned for participating in nationwide research studies and pioneering advances in vision-saving technologies. Most importantly, our physicians and specialists are committed to providing the dedicated care that can help change the way you see your future.

MIDFLORIDAEYE.COM | 888.820.7878

CATARACT & RETINA LASER INSTITUTE

MOUNT DORA | LEESBURG | ADJACENT TO THE VILLAGES COMMUNITY: STONECREST | WILDWOOD*

CATARACT | RETINA | COSMETIC | GLAUCOMA | LASERS

Billboard and Banner Ads



RESULTS.

5%

increase in new patients

4%

increase in cataract surgeries

8%

increase in website
visitors' quality

KEY TAKEAWAYS

- Mid Florida Eye Center's campaign demonstrates how data-informed, strategic marketing can connect healthcare providers with their audiences and deliver measurable growth.
- Evok Advertising implemented a multi-channel mix of print, digital, and out-of-home media to increase patient acquisition and strengthen brand trust.
- Creative messaging centered on patient outcomes and lifestyle benefits resonated with the senior demographic, reinforcing the practice's reputation for expert and compassionate care.
- The campaign drove measurable increases in new appointments, cataract surgeries, and qualified website traffic.
- This initiative underscores how integrated strategy and purposeful communication can enhance awareness, engagement, and long-term success for specialized healthcare brands.