



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

CASE STUDY: MID FLORIDA EYE CENTER

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.

888.820.2878 | MOUNT DORA | LEESBURG
CATARACT | RETINA | COSMETIC | GLAUCOMA | LASERS

ADJACENT TO THE VILLAGES' COMMUNITY: STONECREST | WILDWOOD[®]

Dr. Panzo Dr. Bovee

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 | 888.820.2878 or 352.735.2020 | Visit Us Online at MidFloridaEye.com

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

Print Ads

YOUR SIGHT, OUR VISION.



Maizel Wilker Panzo Baumann Charles Goldey Bovee

MID FLORIDA Eye CENTER CATARACT & RETINA LASER INSTITUTE

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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.
MIDFLORIDA EYE.COM

#becataractfree

Schedule a cataract evaluation to learn more today.
MIDFLORIDA EYE.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.
MIDFLORIDA EYE.COM

BE CATARACT FREE

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

Schedule a cataract evaluation to learn more today.
MIDFLORIDA EYE.COM

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



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 & Sante Fe Crossing

• Board Certified • Fellowship Trained

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

Cataract | Retina | Cosmetic | Glaucoma | Lasers



YOUR SIGHT, OUR VISION.

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.

MIDFLORIDA EYE CENTER | **CATARACT & RETINA LASER INSTITUTE**
EXCELLENCE IN EYE SURGERY

MIDFLORIDA EYE.COM | 888.820.7878

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.