

Ceatus Media Group VP of Marketing Tamara Evans to Speak at ASCRS/ASOA Symposium and Congress 2013

(PRLEAP.COM) San Diego, CA – April 18, 2013 – Ceatus Media Group's VP of Marketing, Tamara Evans, has been invited to speak at this year's annual ASCRS and ASOA Symposium and Congress at Moscone Center in San Francisco, April 19-23, 2013.

Mrs. Evans will explain how ophthalmologists can integrate traditional marketing strategies with online and social media marketing to enhance search engine rankings and increase patient conversion/volume.

The course, "Your Website, Social Media, and Traditional Marketing: Are They Working Together?" will take place at the Marriott Marquis Hotel, Yerba Buena Ballroom, Salons 14-15, on Sunday, April 21, from 8:00 a.m. to 9:00 a.m. Participants will learn about tools and techniques they can apply to their traditional marketing, including social media enhancements and improved website visibility.

"Many practices realize a reduced marketing ROI because they consider their online marketing efforts as separate from their Internet strategies, instead of integrating them" says Evans. "In today's market, ophthalmologists must ensure that all of their marketing efforts are working together to achieve the maximum synergy. At Ceatus, we know what tools and techniques to implement and we deliver results."

In conjunction with Mrs. Evans' educational course, Ceatus will be offering free website and Internet strategy assessments at booth (#906) in the Moscone Center.

The annual meeting of the American Society of Cataract and Refractive Surgery, ASCRS/ASOA 2013, will feature in-depth educational programming from the finest surgeons and professionals in the specialty. Attendees receive unique access to the latest techniques and technologies in ophthalmic surgery, practice management and marketing. ASCRS/ASOA 2013 will provide the education needed to ensure that patient safety is improved and ophthalmologists and ophthalmic practices stay at the top of their craft.

For a free website and social media evaluation, visit the Ceatus booth (#906) at the ASCRS/ASOA conference,s or visit us on the Web at www.ceatus.com.

About Tamara Evans

Tamara Evans joined Ceatus in 2007 as VP of Marketing. Mrs. Evans has more than 15 years of medical marketing experience, having served as VP of Marketing and Product Manager for several ophthalmic



medical device companies. She orchestrates all marketing aspects of Ceatus, including advertising, design, public relations, and social media. In addition to her role as VP of Marketing, Mrs. Evans also serves as Group Associate Publisher, in which capacity she is tasked with ensuring a top consumer experience for visitors to each Ceatus consumer education website. She received a Bachelor of Science degree in Economics from the University of Dayton and a Master of Science in Statistics from Wright State University.

About Ceatus Media Group

Ceatus Media Group specializes in building patient volume for ophthalmologists through online marketing. The company's products include SEO, customized website design, patient referral directories, video, social media and website management services. Ceatus offers ophthalmologists Internet visibility through practice profiles in its patient referral portals, including [Refractive Surgery News®](#) and [All About Vision®](#). Visit www.ceatus.com to learn more about Ceatus' premier Internet marketing services.

Tamara Evans, VP of Marketing

[Ceatus Media Group](#)

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