Ceatus Media Group CEO David Evans to speak at ASCRS/ASOA Symposium and Congress 2013

(PRLEAP.COM) (San Diego, CA, April 18, 2013) – Ceatus Media Group CEO David Evans, PhD, MBA, will be a featured speaker at this year's annual ASCRS/ASOA Symposium and Congress. His educational course, focusing on Internet patient conversion and search engine ranking for ophthalmologists, will take place Saturday, April 20, from 3:30 p.m. to 4:30 p.m. at the Marriot Marquis in San Francisco.

Over the past decade, Dr. David Evans has helped create Internet visibility for thousands of surgical practices in the United States and abroad, solidifying him as a recognized authority on Internet medical marketing strategies. Over the course of his lengthy career, he has perfected a few simple and digestible steps that busy surgical professionals can understand and use to increase patient volume using Internet marketing.

During his educational course, Dr. Evans will speak directly to ophthalmologists and ophthalmic administrators about the keys to online visibility and increased patient volume. This course, the details of which are listed below, will reveal the secrets of how to create successful Internet marketing campaigns.

Your Website: Does it Convert? How Does it Rank?
Saturday, April 20, 3:30 p.m. to 4:30 p.m.
Marriott Marquis, Yerba Buena Ballroom, Salons 14-15

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

"Eighty percent of all Internet users look for health information online," Dr. Evans says. "In today's market, ophthalmologists who desire to be successful must consider applying online visibility and marketing strategies to increase their patient volume. At Ceatus, we know what that entails and we know how to deliver results most effectively."

ASCRS/ASOA 2013, the annual meeting of the American Society of Cataract and Refractive Surgery and the American Society of Ophthalmic Administrators, will offer in-depth educational programming led by the finest surgeons and professionals in the specialty. The meeting provides attendees unique access to the latest techniques and technologies in ophthalmic surgery, practice management and marketing.

To learn more about Dr. Evans' highly effective approach to Internet medical marketing, visit us on the Web at www.ceatus.com or stop by the Ceatus booth (#906) at the ASCRS/ASOA conference.

About Dr. David Evans

Dr. Evans, Chief Executive Officer of Ceatus Media Group, has directed marketing efforts for both medical companies and surgical practices since 1985. In 1995 he began his career in Internet publishing and advertising. Since that time he has been actively involved in building Internet visibility for numerous surgical practices, both in the United States and abroad. He is also the founder of VectorVision, which since 1987 has specialized in developing products for the standardization of contrast sensitivity testing. Dr. Evans is a recognized authority on Internet medical marketing strategies. He has spoken at meetings of the American Academy of Ophthalmology, European Society of Cataract and Refractive Surgeons, American Society for Aesthetic Plastic Surgery, American Society of Plastic Surgeons, International Society of Refractive Surgery and American Society of Cataract and Refractive Surgery.

About Ceatus Media Group

Ceatus Media Group specializes in building patient volume for plastic surgeons through online marketing. The company's products include concierge SEO, customized website design, patient referral directories, video, social media and website management services. Ceatus offers plastic surgeons 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.

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