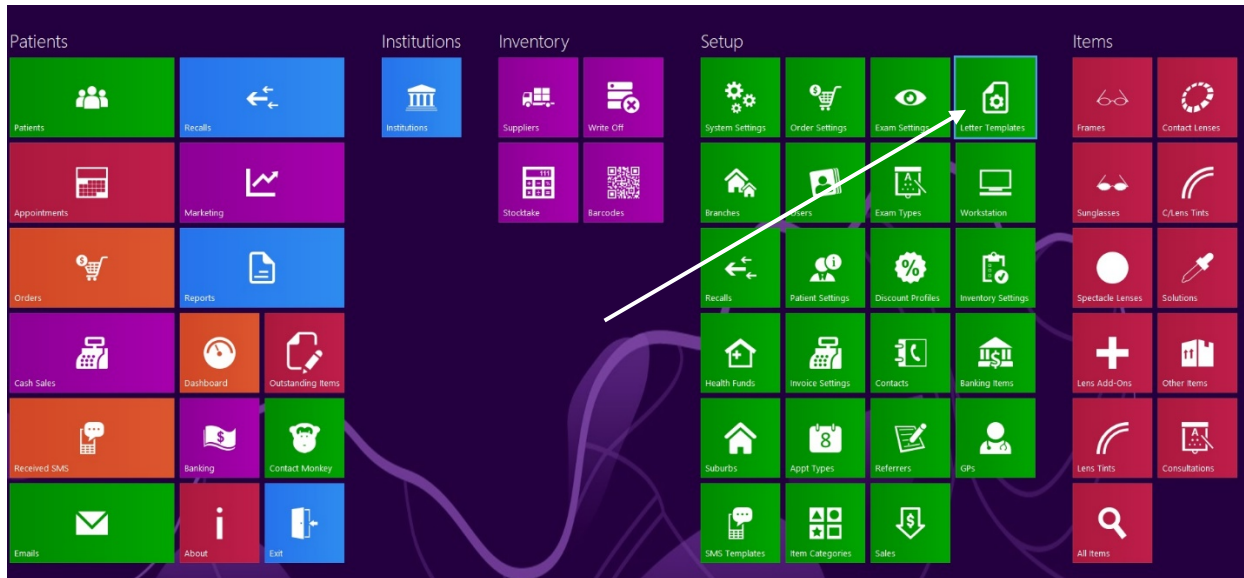


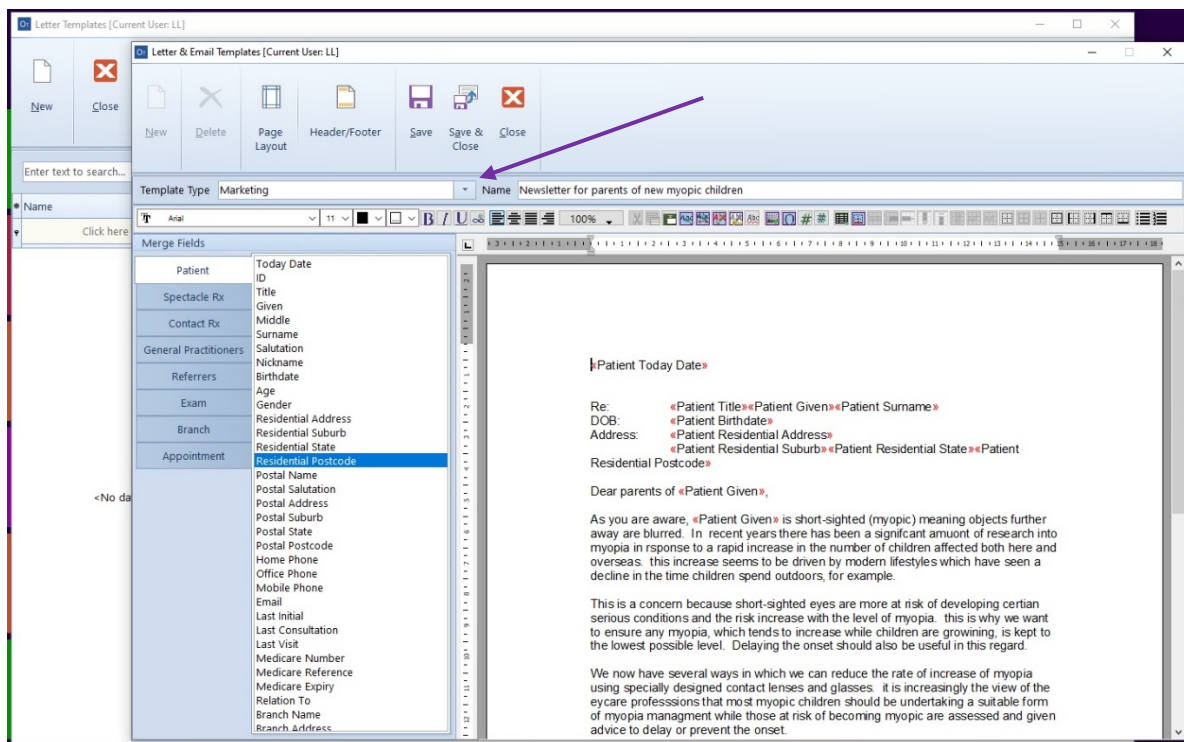
PATIENT COMMUNICATION ON MYOPIA MANAGEMENT

For Optomate Touch

CREATING TEMPLATES

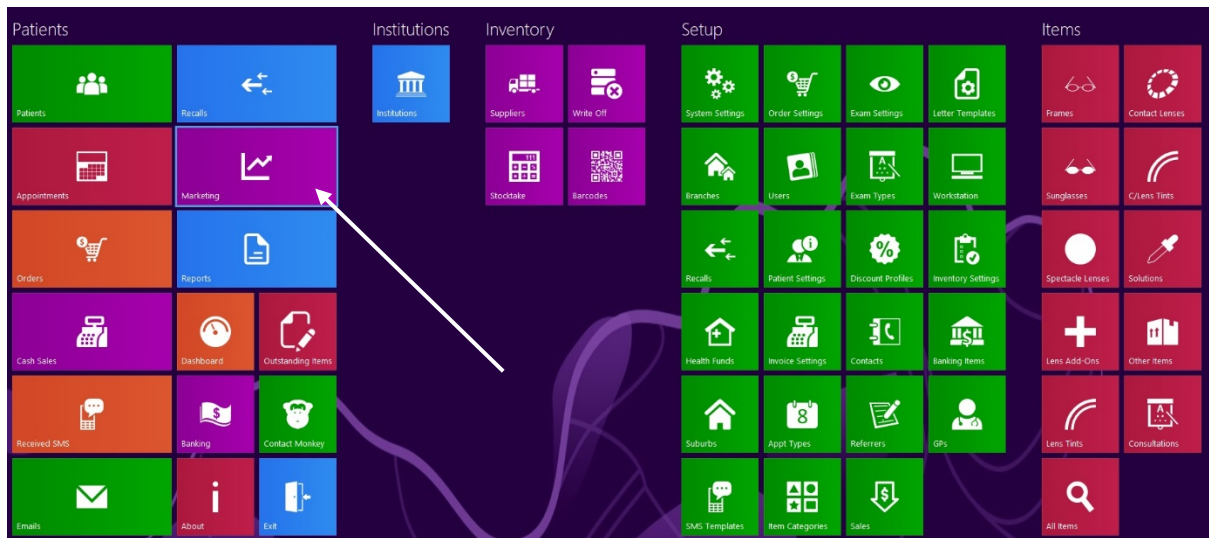


1. Under *Setup* select *Letter Template*



2. Select *New* and a Letter & Email Templates window will open. Select *Marketing* from the drop-down menu under *Template Type*. Enter the title of the template under *Name*.
3. Edit letter using our suggested templates. Save and close window.

CREATING NEWSLETTER



1. Under *Patients* select *Marketing*, this will bring you to a new window *Marketing Wizard*

The screenshot shows the 'Marketing Wizard' window. At the top, it says 'Please enter a new Marketing List Description or double click a previous List below to re-send.' Below this is a 'List Name' field containing the text 'Myopic management'. A purple arrow points to this field. Below the 'List Name' field is a section titled 'Previous Marketing Lists' which contains a table with columns for 'Date/Time', 'Name', and 'No. Patients'. The table is empty and displays '<No data to display>'. At the bottom right of the window are three buttons: 'Back', 'Next', and 'Cancel'.

2. Follow the prompt and enter a new Marketing List Description under *List Name*, click *Next*

Marketing Wizard

Please enter your Marketing List Criteria below.

Gender	<input type="text"/>	<input checked="" type="checkbox"/>	Age between	3	and	18	<input checked="" type="checkbox"/>	Postcode between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>		
Visit Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Cons Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Next App Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>
Branch	<input type="text"/>	<input checked="" type="checkbox"/>	Optometrist	<input type="text"/>	<input checked="" type="checkbox"/>	Category	<input type="text"/>	<input checked="" type="checkbox"/>						
Source	<input type="text"/>	<input checked="" type="checkbox"/>	GP	<input type="text"/>	<input checked="" type="checkbox"/>	Patient Since between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>				
Referred From	<input type="text"/>	<input checked="" type="checkbox"/>	Referred To	<input type="text"/>	<input checked="" type="checkbox"/>	Birth Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>				
Nationality	<input type="text"/>	<input checked="" type="checkbox"/>	Insured	<input type="text"/>	where Health Fund	<input type="text"/>	or Health Fund is	<input type="checkbox"/> Calendar	or	<input type="checkbox"/> Financial	<input checked="" type="checkbox"/>			
Purchased between	<input type="text"/>	and	<input type="text"/>	where Item Type is	<input type="checkbox"/> Spec Frame	<input type="checkbox"/> Sunglasses	<input type="checkbox"/> Spec Lenses	<input type="checkbox"/> Contact Lenses	<input type="checkbox"/> Solutions	<input type="checkbox"/> Items	<input type="checkbox"/> Consult	<input checked="" type="checkbox"/>		
Item	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Category	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	
Supplier	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Brand	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	
Not Purchased between	<input type="text"/>	and	<input type="text"/>	where Item Type is	<input type="checkbox"/> Spec Frame	<input type="checkbox"/> Sunglasses	<input type="checkbox"/> Spec Lenses	<input type="checkbox"/> Contact Lenses	<input type="checkbox"/> Solutions	<input type="checkbox"/> Items	<input type="checkbox"/> Consult	<input checked="" type="checkbox"/>		
Payment between	<input type="text"/>	and	<input type="text"/>	where Payment Type	<input type="text"/>	<input checked="" type="checkbox"/>								
Amount Spent between	<input type="text"/>	and	<input type="text"/>	is between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>						
Spec Sph between	-0.50	and	-10.00	<input checked="" type="checkbox"/>	Spec Cyl between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	C/L Sph between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>
C/L Cyl between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	C/L BC between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>					
Recall Due	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Recall Sent	<input type="text"/>	and	<input type="text"/>	and	<input type="checkbox"/> Did Not Attend	<input checked="" type="checkbox"/>			

Criteria

<No data to display>

Exclude Patients with a Forward Appointment Include Patients Excluded from Marketing

Back Next Cancel

- Enter the relevant information or select from drop-down menu and click the tick box to add the criteria. After you have finished adding all criteria, click *Next*
e.g. The criteria above and below capture patients between the ages of 3 and 18 and with myopia between -0.50 to -10.00D.

Marketing Wizard

Please enter your Marketing List Criteria below.

Gender	<input type="text"/>	<input checked="" type="checkbox"/>	Age between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Postcode between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>		
Visit Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Cons Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Next App Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>
Branch	<input type="text"/>	<input checked="" type="checkbox"/>	Optometrist	<input type="text"/>	<input checked="" type="checkbox"/>	Category	<input type="text"/>	<input checked="" type="checkbox"/>						
Source	<input type="text"/>	<input checked="" type="checkbox"/>	GP	<input type="text"/>	<input checked="" type="checkbox"/>	Patient Since between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>				
Referred From	<input type="text"/>	<input checked="" type="checkbox"/>	Referred To	<input type="text"/>	<input checked="" type="checkbox"/>	Birth Date between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>				
Nationality	<input type="text"/>	<input checked="" type="checkbox"/>	Insured	<input type="text"/>	where Health Fund	<input type="text"/>	or Health Fund is	<input type="checkbox"/> Calendar	or	<input type="checkbox"/> Financial	<input checked="" type="checkbox"/>			
Purchased between	<input type="text"/>	and	<input type="text"/>	where Item Type is	<input type="checkbox"/> Spec Frame	<input type="checkbox"/> Sunglasses	<input type="checkbox"/> Spec Lenses	<input type="checkbox"/> Contact Lenses	<input type="checkbox"/> Solutions	<input type="checkbox"/> Items	<input type="checkbox"/> Consult	<input checked="" type="checkbox"/>		
Item	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Category	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	
Supplier	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Brand	<input type="text"/>	between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	
Not Purchased between	<input type="text"/>	and	<input type="text"/>	where Item Type is	<input type="checkbox"/> Spec Frame	<input type="checkbox"/> Sunglasses	<input type="checkbox"/> Spec Lenses	<input type="checkbox"/> Contact Lenses	<input type="checkbox"/> Solutions	<input type="checkbox"/> Items	<input type="checkbox"/> Consult	<input checked="" type="checkbox"/>		
Payment between	<input type="text"/>	and	<input type="text"/>	where Payment Type	<input type="text"/>	<input checked="" type="checkbox"/>								
Amount Spent between	<input type="text"/>	and	<input type="text"/>	is between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>						
Spec Sph between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Spec Cyl between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	C/L Sph between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>
C/L Cyl between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	C/L BC between	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>					
Recall Due	<input type="text"/>	and	<input type="text"/>	<input checked="" type="checkbox"/>	Recall Sent	<input type="text"/>	and	<input type="text"/>	and	<input type="checkbox"/> Did Not Attend	<input checked="" type="checkbox"/>			

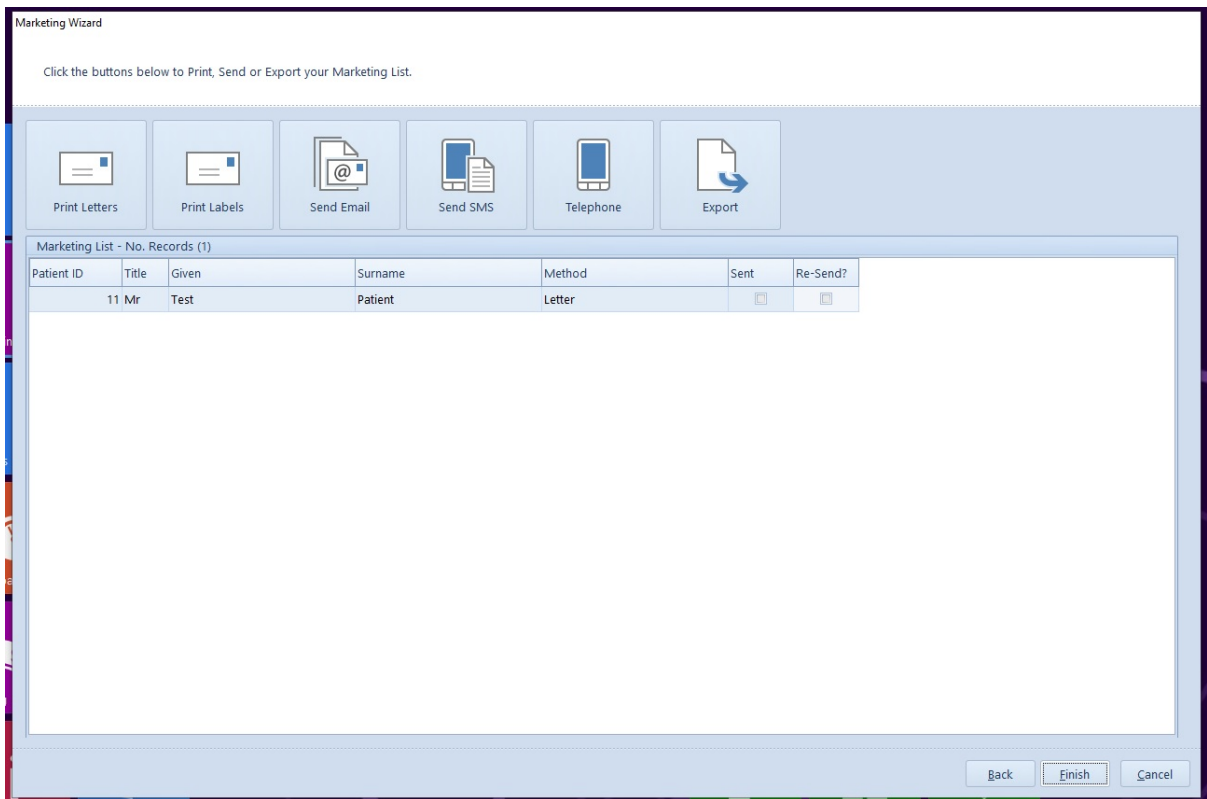
Criteria

AGE >= 3 AND AGE <= 18	<input checked="" type="checkbox"/>
SPHERE >= -0.50 AND SPHERE <= -10.00	<input checked="" type="checkbox"/>

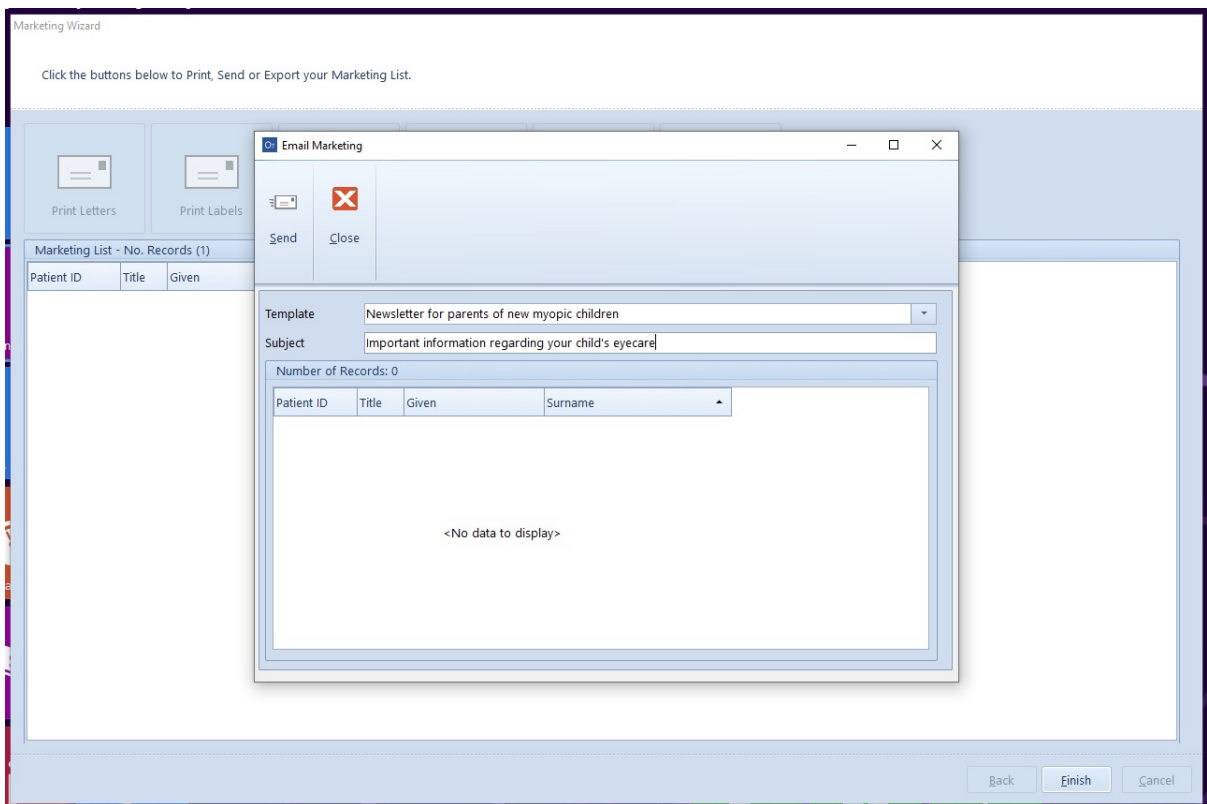
Exclude Patients with a Forward Appointment Include Patients Excluded from Marketing

Back Next Cancel

- A list of patients will be generated to receive the newsletter, from which the newsletters can be printed and posted or emailed.



EMAILING THE NEWSLETTER



1. Select *Send Email* and a new window *Email Marketing* will open. Now select the relevant *Template* from the drop-down menu and enter the name of the *Subject*. Click *Send*.

Suggested Templates

1. For parents of myopic children not currently undertaking myopia management

Dear parents of [name of child]

As you are aware, [name of child] is short-sighted (myopic) meaning objects further away are blurred. In recent years there has been a significant amount of research into myopia in response to a rapid increase in the number of children affected both here and overseas. This increase seems to be driven by modern lifestyles which have seen a decline in the time children spend outdoors, for example.

This is a concern because short-sighted eyes are more at risk of developing certain serious conditions and the risk increases with the level of myopia. This is why we want to ensure any myopia, which tends to increase while children are growing, is kept to the lowest possible level. Delaying the onset should also be useful in this regard.

We now have several ways in which we can reduce the rate of increase of myopia using specially designed contact lenses and glasses. It is increasingly the view of the eyecare professions that most myopic children should be undertaking a suitable form of myopia management while those at risk of becoming myopic are assessed and given advice to delay or prevent the onset.

Consequently, I recommend that [name of child] have their eyes tested again to see if their myopia can be managed more effectively.

Should you wish to learn more I suggest you visit these reputable websites and of course you are welcome to contact my colleagues or me with any questions: www.mykidsvision.org, www.childmyopia.com

Yours sincerely

[Optometrist]

2. For parents of children without a correction

Dear parents of [name of child]

As you are aware, when we tested [name of child] we pleasingly found no need for vision correction and hopefully this will remain the case. However, I want to make all parents aware of some important developments in the vision care of children.

In recent years there has been a significant amount of research into short-sightedness (myopia) the focusing error that causes objects further away to appear blurred. This is in response to a rapid increase in the number of children affected by myopia both here and overseas. This increase seems to be driven by modern lifestyles which have seen a decline in the time children spend outdoors, for example.

This is a concern because short-sighted eyes are more at risk of developing certain serious conditions and the risk increases with the level of myopia. This is why we want to ensure any myopia, which tends to increase while children are growing, is kept to the lowest possible level. Delaying the onset should also be useful in this regard.

We now have several ways in which we can reduce the rate of increase of myopia using specially designed contact lenses and glasses. It is increasingly the view of eyecare professionals that most myopic children should be undertaking a suitable form of myopia management while those at risk of becoming myopic are assessed and given advice to delay or prevent the onset.

Although [name of child] presently has no current need for vision correction, I recommend they have their eyes tested at regular intervals. This will allow us to look for any signs their eyes are changing and, if necessary, act at the earliest possible time to minimise the risk of becoming significantly myopic.

Should you wish to learn more I suggest you visit these reputable websites and of course you are welcome to contact my colleagues or me with any questions: www.mykidsvision.org, www.childmyopia.com

Yours sincerely

[Optometrist]

3. For adult patients who may or may not have kids/grandkids etc.

Dear [name of adult patient]

I want to make all of our patients aware of some important developments in the vision care of children.

In recent years there has been a significant amount of research into short-sightedness (myopia) the focusing error that causes objects further away to appear blurred. This is in response to a rapid increase in the number of children affected by myopia both here and overseas. This increase seems to be driven by modern lifestyles which have seen a decline in the time children spend outdoors, for example.

This is a concern because short-sighted eyes are more at risk of developing certain serious conditions and the risk increases with the level of myopia. This is why we want to ensure any myopia, which tends to increase while children are growing, is kept to the lowest possible level. Delaying the onset should also be useful in this regard.

We now have several ways in which we can reduce the rate of increase of myopia using specially designed contact lenses and glasses. It is increasingly the view of eyecare professionals that most myopic children should be undertaking a suitable form of myopia management while those at risk of becoming myopic are assessed and given advice to delay or prevent the onset.

Hence, we recommend that all children have their eyes tested at regular intervals from the time they start school if not before. This will allow us to look for any signs their eyes are changing and, if necessary, act at the earliest possible time to minimise the risk of becoming significantly myopic.

Should you wish to learn more I suggest you visit these reputable websites and of course you are welcome to contact my colleagues or me with any questions: www.mykidsvision.org, www.childmyopia.com

Yours sincerely

[Optometrist]