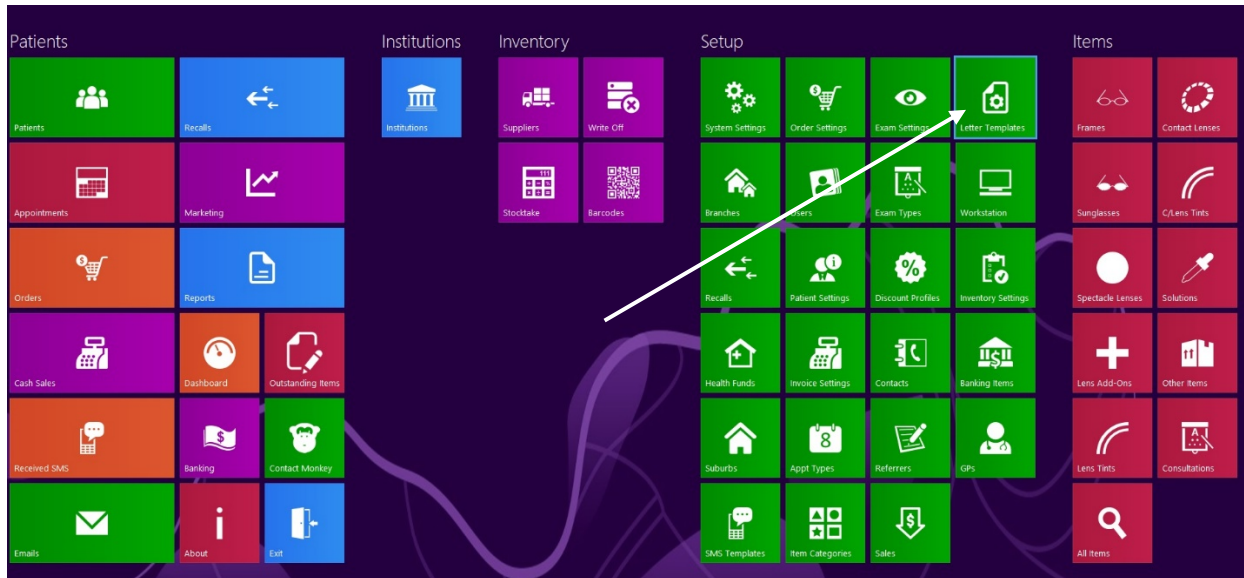


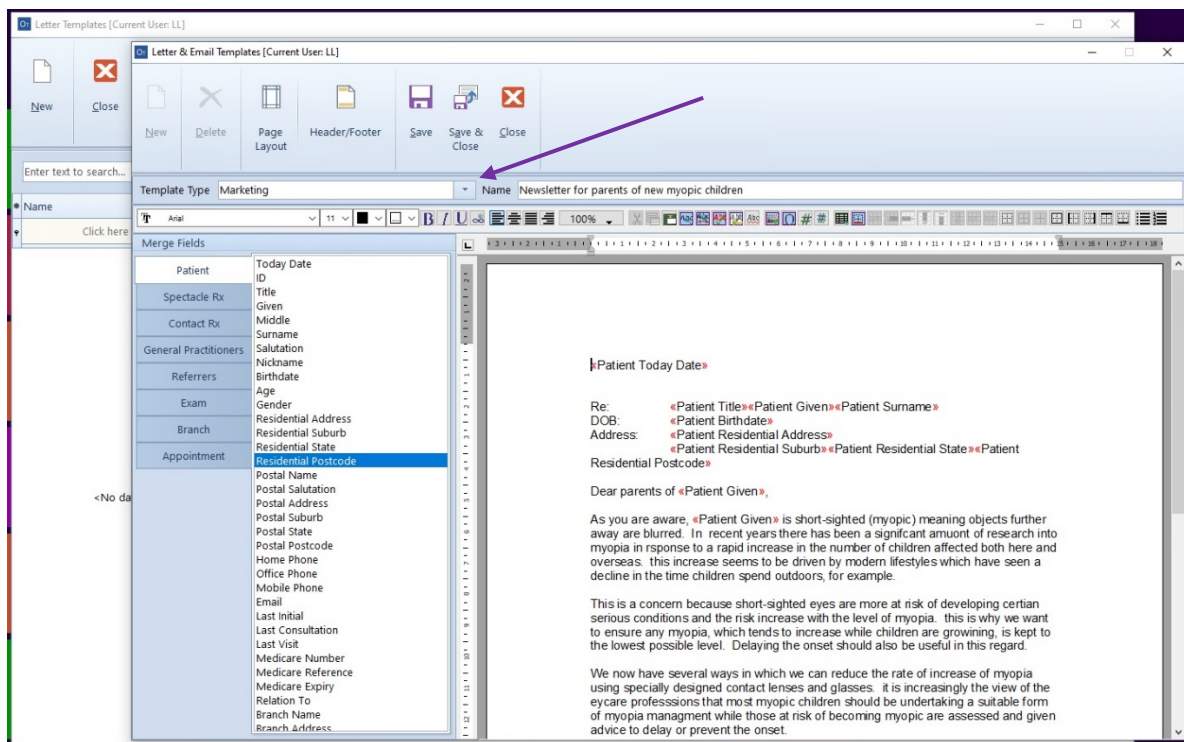
# PATIENT COMMUNICATION ON PRESBYOPIA

For Optomate Touch

## CREATING TEMPLATES

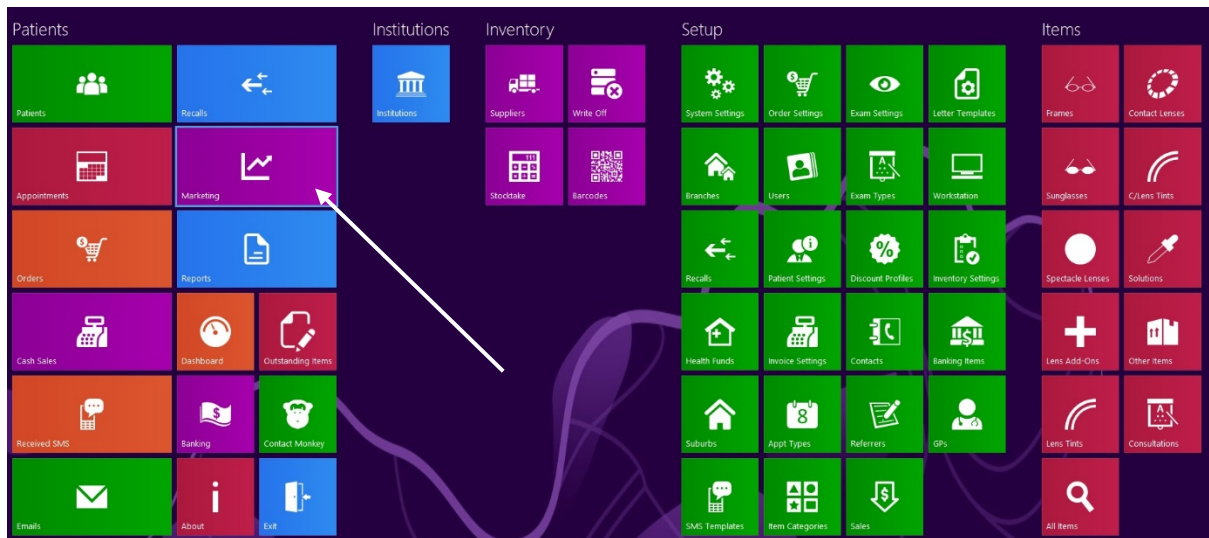


1. Under *Setup* select *Letter Template*



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 text input field labeled 'List Name' containing the text 'Myopic management'. Below the text field is a table titled 'Previous Marketing Lists' with columns for 'Date/Time', 'Name', and 'No. Patients'. The table is currently empty, displaying '<No data to display>'. At the bottom right of the window are three buttons: 'Back', 'Next', and 'Cancel'. A purple arrow points from the 'List Name' field to the 'Next' button.

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   Age between 3 and 18  Postcode between  and

Visit Date between  and   Cons Date between  and   Next App Date between  and

Branch   Optometrist   Category

Source   GP   Patient Since between  and

Referred From   Referred To   Birth Date between  and

Nationality   Insured  where Health Fund  or Health Fund is  Calendar or  Financial

Purchased between  and  where Item Type is  Spec Frame  Sunglasses  Spec Lenses  Contact Lenses  Solutions  Items  Consult

Item  ... between  and   Category  between  and

Supplier  between  and   Brand  between  and

Not Purchased between  and  where Item Type is  Spec Frame  Sunglasses  Spec Lenses  Contact Lenses  Solutions  Items  Consult

Payment between  and  where Payment Type

Amount Spent between  and  is between  and

Spec Sph between -0.50 and -10.00  Spec Cyl between  and   C/L Sph between  and   C/L Cyl between  and   C/L BC between  and

Recall Due  and   Recall Sent  and  and  Did Not Attend

Criteria

<No data to display>

Exclude Patients with a Forward Appointment  Include Patients Excluded from Marketing

Back Next Cancel

3. 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*

Marketing Wizard

Please enter your Marketing List Criteria below.

Gender   Age between  and   Postcode between  and

Visit Date between  and   Cons Date between  and   Next App Date between  and

Branch   Optometrist   Category

Source   GP   Patient Since between  and

Referred From   Referred To   Birth Date between  and

Nationality   Insured  where Health Fund  or Health Fund is  Calendar or  Financial

Purchased between  and  where Item Type is  Spec Frame  Sunglasses  Spec Lenses  Contact Lenses  Solutions  Items  Consult

Item  ... between  and   Category  between  and

Supplier  between  and   Brand  between  and

Not Purchased between  and  where Item Type is  Spec Frame  Sunglasses  Spec Lenses  Contact Lenses  Solutions  Items  Consult

Payment between  and  where Payment Type

Amount Spent between  and  is between  and

Spec Sph between  and   Spec Cyl between  and   C/L Sph between  and   C/L Cyl between  and   C/L BC between  and

Recall Due  and   Recall Sent  and  and  Did Not Attend

Criteria

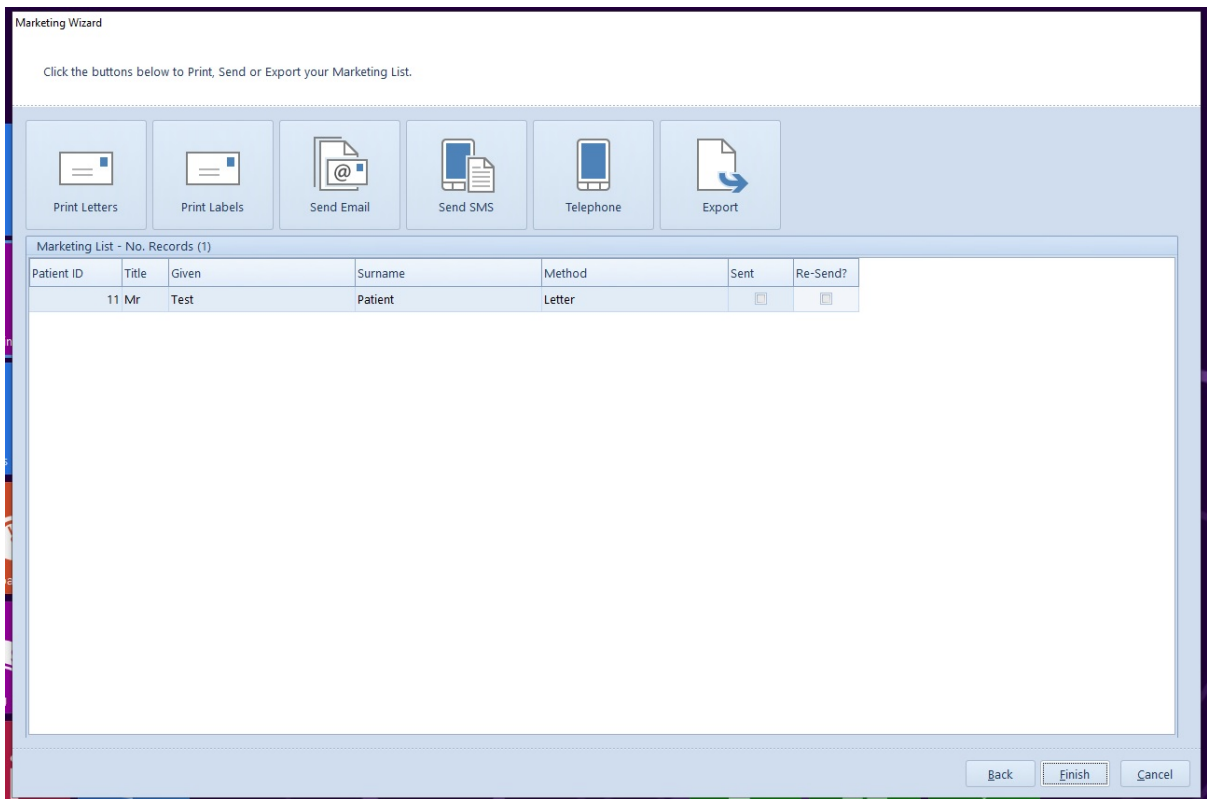
AGE >= 3 AND AGE <= 18

SPHERE >= -0.50 AND SPHERE <= -10.00

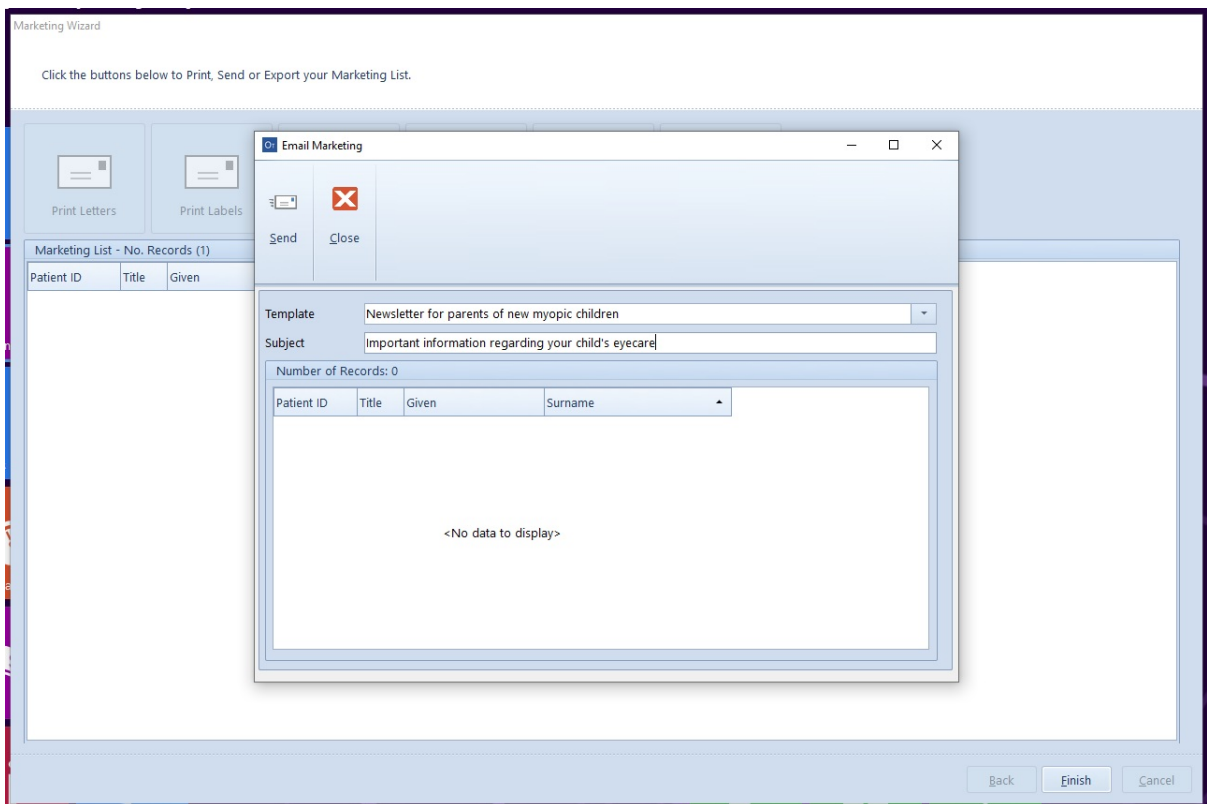
Exclude Patients with a Forward Appointment  Include Patients Excluded from Marketing

Back Next Cancel

4. 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 current glasses patients/new presbyopes 40+

Dear [name of patient],

Over 40?

Struggling to read the fine print?

Don't worry, you are not alone. It may be frustrating but it's a completely normal development.

What you may be experiencing is called presbyopia, where near objects appear blurry. This tends to happen during the forties and is more than just a vision issue. It can impact your life, especially if you're used to participating in on-the-go activities, using digital devices, playing sports and reading. But don't worry, you're not alone. It is estimated that nearly two billion people struggle with presbyopia globally<sup>1</sup>.

There are now a number of solutions to deal with presbyopia. Many people choose glasses – and that's fine. However, some people do find it inconvenient to have their glasses on hand in order to read every text message or menu. It can also be good to have the option of not wearing glasses; for example, when you are going somewhere special, playing sport, or when you just don't feel like wearing glasses.

If this resonates with you, come and talk to us about new multifocal contact lenses now available. If you've never tried contact lenses, now may be the time and we will be with you each step of the way.

If you are interested, we can organise a contact lens fitting and obligation-free trial\*. If you try them and you don't like them then you simply go back to wearing your glasses as usual, but you may well find you love them. A lot of people do.

Staying on top of your eye health is important, particularly as you age. Call us today to make an appointment.

Yours sincerely

[Practice Name]

1. Fricke TR, et al. Global Prevalence of Presbyopia and Vision Impairment from Uncorrected Presbyopia: Systematic Review, Meta-analysis, and Modelling. *Ophthalmology*. 2018 Oct;125(10):1492-1499. doi: 10.1016/j.ophtha.2018.04.013. Epub 2018 May 9. PMID: 29753495.

\*Fitting fees may apply.

### 2. For current glasses patients/new presbyopes 40+

Dear [name of patient]

As people age, many begin to notice that close-up objects start to appear blurry. This is a sign of presbyopia, a natural yet frustrating condition that first affects most people in their forties. All too often, people struggle with poor vision or settle for reading glasses while wishing for the same quality of life they had before.

Now there's a contact lens that is changing that issue. CooperVision® MyDay® daily disposable multifocal contact lenses provide the ideal combination of clear vision at all distances, comfort, and a healthy wearing experience.

With the introduction of MyDay® multifocal, you no longer have to settle for glasses. You can now experience the premium performance of advanced contact lens material and precision optical design to enjoy the freedom of contact lenses, even as your eyes change.

CooperVision research found that 93% of MyDay® multifocal wearers felt more attractive/younger compared to when they wore reading glasses when socialising with friends. Another 88% agreed that these newly available lenses made them feel confident when performing their daily activities<sup>2</sup>.

If you are interested, we can organise a contact lens fitting and obligation-free trial\*. If you try them and you don't like them then you simply go back to wearing your glasses as usual, but you may well find you love them. A lot of people do.

Ask us about contact lenses today.

Yours sincerely

[Practice Name]

1. CooperVision data on file 2020. Prospective, double-masked, bilateral, one-week dispensing study with MyDay Multifocal: n=104 habitual MFCL wearers. 2. CooperVision data on file 2021: Prospective, subject-masked, randomised, bilateral, two-week dispensing study at 5 US sites with MyDay® multifocal, n=45 habitual contact lens wearers.

CooperVision soft contact lenses for vision correction. This product may not be right for you, refer to your optometrist for advice. Read the instructions for use before purchase (<https://coopervision.net.au/patientinstruction>) and follow the instructions for use.

\*Fitting fees may apply.

### 3. For current presbyopic patients who have tried multifocal CL's in the past

Dear [name of patient]

Not sure about multifocal contact lenses? A new product may change your mind.

If you've tried multifocal contact lenses in the past with mixed success and ended up with a prescription for spectacles, we wanted to let you know that there's now a new contact lens from CooperVision—MyDay® multifocal—that you may wish to try.

Designed to help people see the way they did before presbyopia (that blurriness you can experience with close-up objects after the age of forty), this breakthrough contact lens combines multiple optical and material innovations for clear vision at all distances and all-day comfort.

Now may be the time to try contact lenses again and we will be with you each step of the way. Call us today to make an appointment.

Yours sincerely,

[Practice Name]