PATIENT COMMUNICATION ON PRESBYOPIA

For Optomate Touch

CREATING TEMPLATES

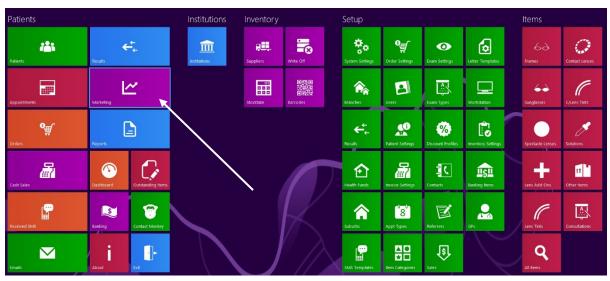


1. Under Setup select Letter Template

Or Letter Templates [Current User: LL] - 🗆 X										
	Or Letter & Email Templat	tes [Current User: LL]	- 0	×						
New <u>C</u> lose	New Delete	Page Header/Footer Save	ve & close lose							
Enter text to search										
	Template Type Marke	ting	Name Newsletter for parents of new myopic children							
Name Click here	◑ And									
Click here	Merge Fields		E 3311211211211211211211211211211211211211	(31)						
	Patient	Today Date		^						
	Spectacle Rx	Title Given								
	Contact Rx	Middle Surname								
	General Practitioners	Salutation	-							
	Referrers	Birthdate								
	Exam	Age Gender	Re: «Patient Title»«Patient Given»«Patient Surname»							
	Branch	Residential Address Residential Suburb	- DOB: «Patient Birthdate» Address: «Patient Residential Address»							
	Appointment	Residential State Residential Postcode	Comparison of the second							
<no da<="" th=""><td></td><td>Postal Name Postal Salutation</td><td>Dear parents of «Patient Given».</td><td></td></no>		Postal Name Postal Salutation	Dear parents of «Patient Given».							
<no da<="" th=""><td></td><td>Postal Address Postal Suburb Postal Postal Postac Home Phone Office Phone Mobile Phone</td><td>As you are aware, «Patient Given» is short-sighted (myopic) meaning objects further away are blurred. In recent years there has been a significant amuont of research into myopia in rsponse 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.</td><td></td></no>		Postal Address Postal Suburb Postal Postal Postac Home Phone Office Phone Mobile Phone	As you are aware, «Patient Given» is short-sighted (myopic) meaning objects further away are blurred. In recent years there has been a significant amuont of research into myopia in rsponse 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.							
		Email Last Initial Last Consultation Last Visit Medicare Number Medicare Expiry Relation To Branch Aldress	This is a concern because short-sighted eyes are more at risk of developing certian serious conditions and the risk increase with the level of myopia. this is why we want to ensure any myopia, which tends to increase with the children are growning, 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 eycare professions that most myopic children should be undertaking a suitable form of myopia managment while those at risk of becoming myopic are assessed and given advice to delay or prevent the onset.							

- 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

Marketing Wizard	
Please enter a new Marketing List Description or double click a previous List below to re-send.	
- · · ·	
List Name	
Myopic management	
Previous Marketing Lists	
Date/Time Vame	No. Patients
<no data="" display="" to=""></no>	
	Back Next Cancel

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

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									
Source GP T Patient Since between T and T T									
Referred From 🔹 🗸 Referred To									
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 • and • and • Did Not Attend									
Criteria									
<no data="" display="" to=""></no>									
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 value and value v		Cons Date between		▼ and	-		Next App Date between	▼ and	- ·
Branch		Optometrist			•		Category		- V
Source 🗸	 Image: Construction Image: Construction<	SP			*		Patient Since between	▼ and	- /
Referred From	R	Referred To			-		Birth Date between	· → and	-
Nationality	🖌 [r	nsured	* when	re Health Fun	d		▼ or He	alth Fund is 🔲 Calendar or	🖸 Financial 🖌
Purchased between and	-	where Item Type	is 🔲 Spec	Frame 🔲 Si	inglasses 🗌 Sj	pec Len	ises 🗌 Contact Lenses 🔲	Solutions 🗌 Items 🔲 Consult	 Image: A set of the set of the
Item ···· between	-	and	•	Category			- between	and	• •
Supplier 👻 between	-	and	-	Brand			- between	▼ and	-
Not Purchased between and	-	where Item Type	is 🔲 Spec	Frame 🔲 Si	inglasses 🔲 Sj	pec Len	ises 🗌 Contact Lenses 🔲	Solutions 🗌 Items 🔲 Consult	 Image: A start of the start of
Payment between and	-	where Payment Ty	/pe		-				
Amount Spent between and		is between	and						
Spec Sph between and Spec Cyl between	en a	nd 🗸 C/L	Sph betwee	en and		C/L Cyl	between and	C/L BC between	and 🗸
Recall Due	Re	call Sent	▼ and		- and 🗆 🛙	Did Not	Attend		
				· · · · · ·					
Criteria									
AGE >= 3 AND AGE <= 18 SPHERE >= -0.50 AND SPHERE <= -10.00									×
SPRENE >= -U.SU AND SPREKE <= -10.00									×
					Exclude Pa	atients w	vith a Forward Appointmen	t 🔲 Include Patients Excluded	from Marketing
								neek.	t Court
								<u>B</u> ack <u>N</u> ex	d <u>C</u> ancel

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

Ma	arketing Wizard											
	Click the butto	ons belo	w to Print, Send or Expo	ort your Marketing	List.							
	Print Letters		Print Labels	Send Email	Send SMS	Telephone	Expo	ort				
	Marketing List	- No. Re	ecords (1)									
	Patient ID	Title	Given	Surna	me	Method		Sent	Re-Send?			
	11	l Mr	Test	Patien	t	Letter						
n 2												
										<u>B</u> ack	Einish	<u>C</u> ancel

EMAILING THE NEWSLETTER

Marketing Wizard		
Marketing wizard		
Click the buttons below to Print, Send	or Export your Marketing List.	
	o Email Marketing − □ X	
="		
Print Letters Print Labels		
Marketing List - No. Records (1)	Send Close	
Patient ID Title Given		
	Template Newsletter for parents of new myopic children	
n	Subject Important information regarding your child's eyecare	
	Number of Records: 0	
	Patient ID Title Given Surname	
	<no data="" display="" to=""></no>	
e		
		Back Einish Cancel

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 globally¹.

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 activities2.

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 closeup 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]