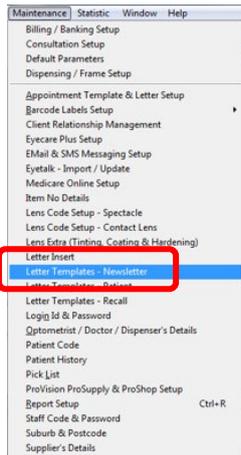


PATIENT COMMUNICATION ON PRESBYOPIA

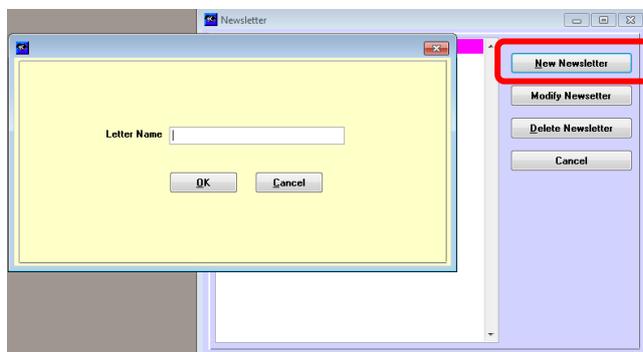
For Sunix

Create the newsletter

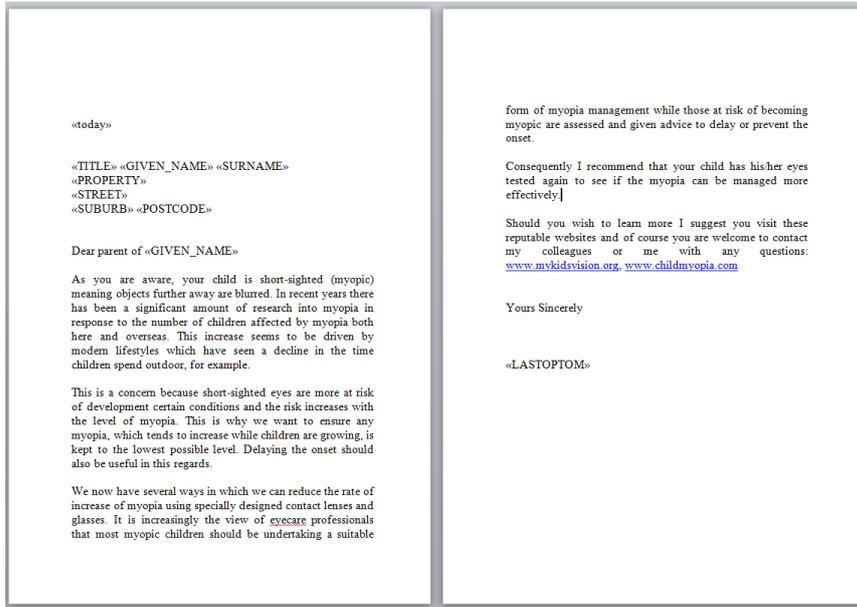
1. Select *Maintenance* → *Letter Templates - Newsletter*



2. Select *New Newsletter* → enter letter name e.g. Presbyopia and select *OK*
A word document will open in a new window for editing.



3. Edit letter using our suggested templates. Save and close window.



4. Select Patient → Create Newsletter List



- Right click in *Letter Name* field and select name of newsletter you have just created on the list → Enter filter criteria to create EDM recipient list → select *OK*

Create Newsletter List

Letter Name: MYOPIA MANAGEMENT.DOC * required for printing/emailing letters

Occupation: _____ Last Option: _____

Hobby: _____ Doctor (GP): _____

Health Fund: _____ All funds except selected ones: Sex: _____

Suburb: _____ Postcode: _____

Date of Birth: 13/01/2002 from 13/01/2016 to _____

First Consult: / / from / / to _____

Last Consult: 01/01/2015 from 13/01/2019 to _____

Spec Collected: / / from / / to _____

CL Collected: / / from / / to _____

CL Replenish: / / from / / to _____

Date: / / from / / to _____

Patient History: _____ & _____ & _____ & _____

Patient Code: _____ & _____ & _____ & _____

Spec Lens Code: _____ Frame Group: _____ Frame Brand: _____

CL Code: _____ Spending Over \$: _____

Sphere From: e.g. -4.00 to e.g. +4.00

Cyl From: -0.50 e.g. -2.00 to -10.00 e.g. 0.00

Exclude Patients with Spec records with CL records from / / to / /

Include Patients with Incorrect Address

Only Include Patients with EMail Address

Excluding Patients with EMail Address

Create a new Newsletter List

Add to existing Newsletter List

OK Cancel

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

Printing the newsletter for posting

- Select *Patient* → *Print Newsletter*

Patient Dispensing Financial Inventory Maintenance S

Open Patient File CTRL+O

New Patient

New Patient - Same Address

Appointments for this Patient

Billing/Payment

Check Billing & Balance of This Patient

Consultation details

Reading

Spectacle details

Therapeutic Prescription

Patient Overview

Transfer this patient's record to a different patient

Standard Letter

To Do List

Patient History

Patient Code

Recall History

Recall Summary

Create Recall List

Edit Recall List

Print Recall List

Print Recall Letters

Print Recall Labels

Newsletter Summary

Create Newsletter List

Edit Newsletter List

Print Newsletter List

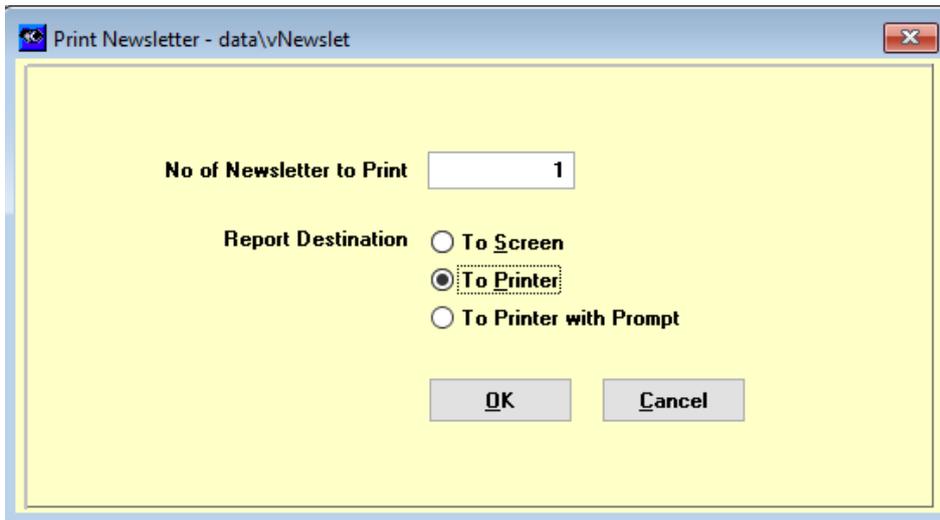
Print Newsletter

Print Newsletter Labels

Copy Patient Address & Home Phone No

Paste Patient Address & Home Phone No

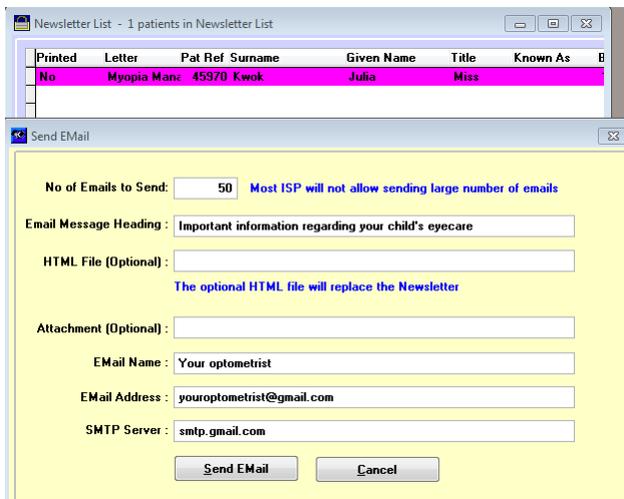
2. The number of patients generated previously on the newsletter list will be shown. Select *OK* to print.



3. Select *Print Newsletter Labels* for address labels to place on envelopes.

Emailing the newsletter

1. Click on *E*Mail and enter email subject in *Email Message Heading* → select *Send EMail*



2. Select *Email* → enter details in *Email Message Heading* → select *Send Email*

Send Email

No of Emails to Send: Most ISP will not allow sending large number of emails

Email Message Heading:

HTML File (Optional):

The optional HTML file will replace the Newsletter

Attachment (Optional):

EMail Name:

EMail Address:

SMTP Server:

3. The column under *Printed* will indicate when email has been sent.

Printed	Letter	Pat Ref	Surname	Given Name	Title	Known As	B
EMail	Myopia Man	45970	Kwok	Julia	Miss		

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 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]