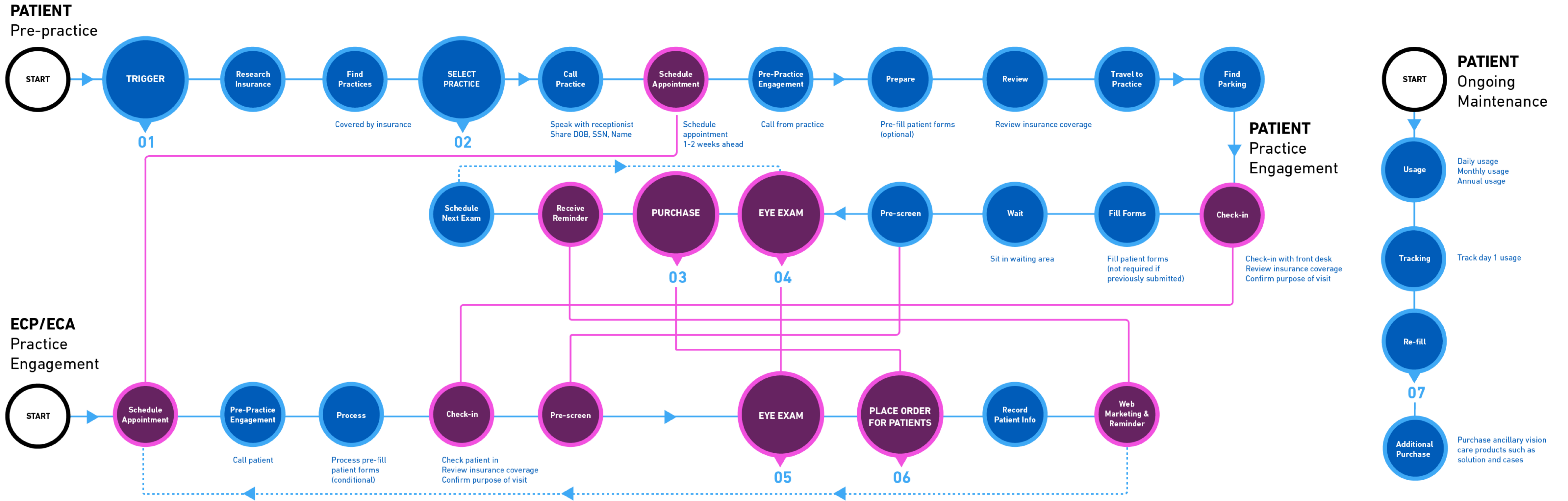
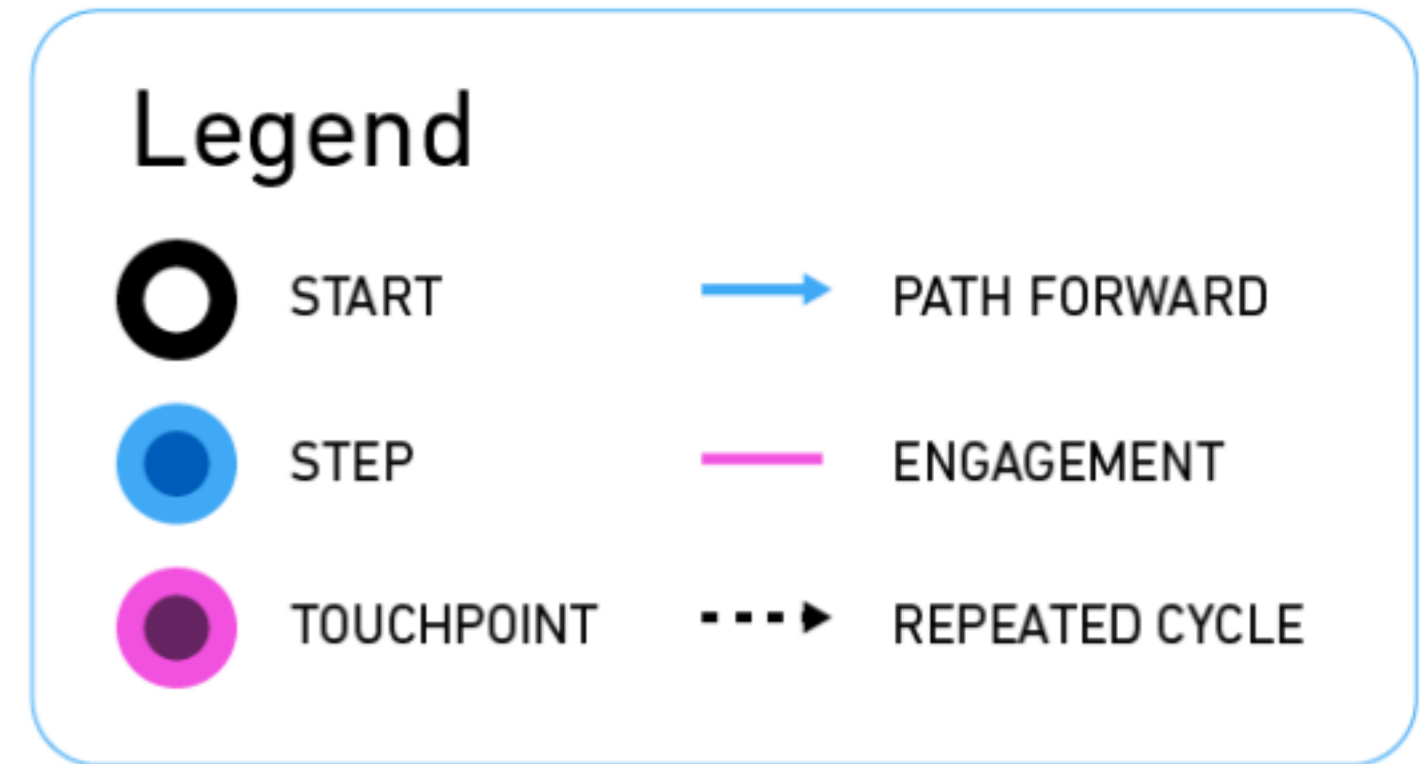


LENS JOURNEY MAP

PATIENT AND ECP/ECA EXPERIENCE WITH CONTACTS



- | 01 | 02 | 03 | 04 | 05 | 06 | 07 |
|---|---|---|---|---|--|---|
| <p>New Patients</p> <ul style="list-style-type: none"> Routine examination Eye issue Blurry vision Promotion Aesthetics (cosmetic lenses) <p>Existing Patients</p> <ul style="list-style-type: none"> New insurance New city Running out of lenses Prescription expiring | <p>Select practice based on:</p> <ul style="list-style-type: none"> Location (proximity to work/home) Convenience Ratings Reviews | <p>Online</p> <ul style="list-style-type: none"> Test trial lenses (optional) Product selection & purchase (Online) Assess product inventory Select product quantity Place product order Receive delivery <p>Offline</p> <ul style="list-style-type: none"> Test trial lenses (optional) Product selection & purchase (with Optician) Review insurance coverage and co-pays Assess product inventory Select product quantity Review pricing and costs Assess out of pocket expenses Discuss payment plans Place product order (optional) Pick up product (conditional) <p>Purchase product from a bricks & mortar</p> | <p>~30 mins</p> <ul style="list-style-type: none"> Meet and greet with ECP Discuss patient history Review patient charts Discuss potential symptoms Discuss current lens experience Assess current lens for fit and comfort Run through tests Review test results Discuss vision goals Lens fitting Discuss modality Discuss and agree on ECP recommended product Application and education Discuss trial lenses Accept prescription | <p>~30 mins</p> <ul style="list-style-type: none"> Meet and greet patient Discuss patient history Review patient charts Discuss potential symptoms Discuss current lens experience Assess current lens for fit and comfort Run through tests Review test results Discuss vision goals Lens fitting Discuss modality Discuss and agree on ECP recommended product Application and education Discuss trial lenses Provide prescription | <ul style="list-style-type: none"> Review insurance coverage and co-pays Recommend product to patient Assess product inventory Select product quantity Assess out of pocket expenses Discuss payment plans Place product order (conditional) Receive product and provide it to patient | <ul style="list-style-type: none"> Re-fill lenses Price comparison Research competitors and new entrants, e.g. Hubble, Sightbox (online refraction) Channels Online Bricks & mortar Assess re-order amount |

