

More Clarity. Less Strain.

A comprehensive product handbook to seamlessly integrate Opticare's Digital Devices Lenses into your practice and confidently prescribe them to your patients.

WHAT'S INSIDE?

- | | |
|----------------------------|-------------------------|
| 01 Introduction | 08 Campaign Checklist |
| 02 Products | 09 Local Area Marketing |
| 07 Digital Device Campaign | 10 In-store training |



Introduction

Digital devices are a part of everyday life. Technology is changing rapidly which impacts how we use digital devices and how long we use them for.

It also means that a lot of the patients we see have visual symptoms or issues relating to their prolonged use of digital devices. There are a lot of steps involved in the patient journey, but the final aim is providing a product that gives the best visual outcomes for your patients.

What to consider with patients using digital devices:

- Many office workers have multiple screens at varying distances.
- Patients may be using a smartphone, tablet, laptop, or desktop computer and many use more than one option at work, while studying or in their personal lives so needs are generally not static or related to one device.
- 5G for speed and the introduction of AI into mobile devices are pushing the limits of handheld technology and further integrating mobiles into people's lives, so time on devices extends and precise vision becomes more important.
- Many sites report the average Aussie spends 10 hours on some form of digital device per day – and in optics we know many don't take regular breaks to rest their eyes.
- It is not just a vision/sight/prescription need when considering lens options. There are factors such as vision training, accommodation, myopia change, or convergence to consider.

Knowing what options are available, when to use them, and why they differ from a progressive can sometimes be a struggle for practices. This guide will walk you through Opticare's range, provide a detailed but simple prescribing table, include technical dispensing information, and help you set up a successful campaign for digital devices in your practice.

Products

Lenses

Opticare has an extensive range of products to cover all your patients' visual needs. The lens range can be divided into 4 main areas.

Relax Lenses

(entry, every day, and premium option)

- Designed to relax accommodation
- Use for ciliary muscle relaxation
- Designed to move from distance to near ASAP to get into relax mode to help with accommodation
- Can be used for early myopes to relax accommodation which may reduce myopia change

Optilux VergencePro

- A precise progressive designed for behavioural needs
- The inset can be adjusted by up to 4mm each eye to help with convergence problems
- Has low temporal cyl which is balanced with nasal cyl to ensure side gaze works in both directions

Optilux EasyLife and Digital Boost

- EasyLife is a good choice for those new to adaptive lenses. Good relaxing option for those doing a lot of reading who want a premium anti-fatigue lens to prevent eyestrain and fatigue
- DigitalBoost is a good replacement for single vision lenses. Tailored for young adults who often experience tired eyes during prolonged periods of reading, desk work, computer work, or smart device use

Office Range

(entry, every day, and premium option)

- Available in 1m for close/computer work, 2m for close/computer/desk work and 4-6m for close/computer/desk/room work
- Office calculator available on Opticare website to calculate prescription needs specific to set distances – allows the optometrist to trial frame before the order is placed
- Flex option has an extended corridor length that reduces the power shift to create a wider intermediate zone and low temporal cyl

Digital Device Summary Sheet

STANDARD PROGRESSIVE		PROGRESSIVE FOR DIGITAL DEVICE			ANTI-FATIGUE		OFFICE	
LENS DESIGN / NAME	PROGRESSIVE	VERGENCE PRO	ULTRACLEAR	RELAX	EASYLIFE	DIGITAL BOOST	OFFICE FLEX	OFFICE NEAR
Purpose / Aim	<ul style="list-style-type: none">• Vision Loss• Correct vision loss due to age• Prescription for all distances for day to day use	<ul style="list-style-type: none">• Vision Need• Ability to adjust the inset for convergence issues• Gives control of the near visual point	<ul style="list-style-type: none">• Vision Loss• Progressive with wide zones, minimal unwanted cylinder and easiest to adapt to low adds• Option for devices for low adds	<ul style="list-style-type: none">• Vision Need• To relax accommodation - get into relax mode ASAP• Ciliary muscle relaxation	<ul style="list-style-type: none">• Vision Need• Prevent eyestrain and fatigue from extended periods of reading/ close work	<ul style="list-style-type: none">• Vision Need• Reduce tired/fatigued eyes from high digital device use (screens, computers, smart phones etc)	<ul style="list-style-type: none">• Vision Loss• Wide intermediate with wide field of view (due to extended corridor), for those who may need to walk around their office or see the length of a room• Prescription covering 1-2m	<ul style="list-style-type: none">• Vision Loss• Near focus providing a wide near zone and intermediate vision for those whose work is more stationary/office based• Prescription covering 1-2m
	Unwanted Cylinder - Plano +1.00 ADD / Shift / Degression	0.71 - 0.87	0.87	0.71	0.61 - 0.75	0.86	0.88	0.66
Who will benefit from this lens?	<ul style="list-style-type: none">• Presbyopes• Presbyopes who need a reading add for vision loss due to age• Able to wear anytime, covering all distances and able to correct distance prescription	<ul style="list-style-type: none">• Anyone with convergence issues• Patients with convergence issues who require a precise progressive that can have the near inset adjusted by 4mm each eye to work with convergence needs	<ul style="list-style-type: none">• Early presbyopes• Early presbyopes who want an all round lens that has good digital device vision, good overall vision and minimal distortion	<ul style="list-style-type: none">• Children, Young Adults and pre-presbyopes• Patients with accommodative issues (not presbyopes)• Early myopes to relax accommodation which may reduce myopic change• Patients with high eye fatigue/eye strain with accommodative issues using digital devices for long periods	<ul style="list-style-type: none">• Young adults, children and pre-presbyopes• Patients new to adaptive lenses• Premium anti-fatigue for patients who need a good relaxing option as they do a lot of reading	<ul style="list-style-type: none">• Young adults, 18+ and pre-presbyopes• Good replacement for single vision or option to move from single vision• Those requiring improved focus during periods of long use of digital devices/screens	<ul style="list-style-type: none">• Presbyopes• Those requiring enhanced intermediate zone and wider field of view across the whole cylinder• Patients needing intermediate and near to be the widest zones but also have a good distance area	<ul style="list-style-type: none">• Presbyopes• Those requiring enhanced ergonomic posture and natural vision• Seasoned progressive wearers who want expansive near vision
Fitting / Prescription Notes	<ul style="list-style-type: none">• ADDs start at +0.25 (check design for ADD information)• Design chosen should be based on patient needs, lifestyle, environment and prescription• Distance/pupil height is 4mm above geometric centre	<ul style="list-style-type: none">• +0.75 - +3.50 ADD options• Is a progressive so treat same• Distance/pupil height is 4mm above geometric centre	<ul style="list-style-type: none">• ADD starts at +0.50. Recommend +0.50 outcomes - if using for digital needs• Distance/pupil height is 4mm above geometric centre	<ul style="list-style-type: none">• +0.50 - +1.50 ADD recommended for best outcomes (available in +0.25 steps)• Distance/pupil height is 2mm above geometric centre reducing the corridor length for a quick shift to near as distance to near is the focus/need	<ul style="list-style-type: none">• ADD starts at +0.50. Recommend +0.50 - +1.25 for best outcomes• Distance/pupil height is 4mm above geometric centre	<ul style="list-style-type: none">• ADD starts at +0.50. Recommend +0.50 - +1.25 for best outcomes• Distance/pupil height is 4mm above geometric centre	<ul style="list-style-type: none">• +0.50 - +2.50 shift options (available in 0.25 steps)• 28mm corridor length giving extremely wide vision zones with minimal unwanted cylinder• Drop head to get full 6m of distance vision (if using full shift)• Fully adjustable shift ranges for specified Intermediate and Near tasks (i.e. from 2 to 6m)	<ul style="list-style-type: none">• +0.50 - +2.50 shift options (available in 0.25 steps)• Short corridor focuses on prescription change from Intermediate to Near in the same length as a standard progressive so gives more vision clarity and wider zone for near vision

Additional notes and information

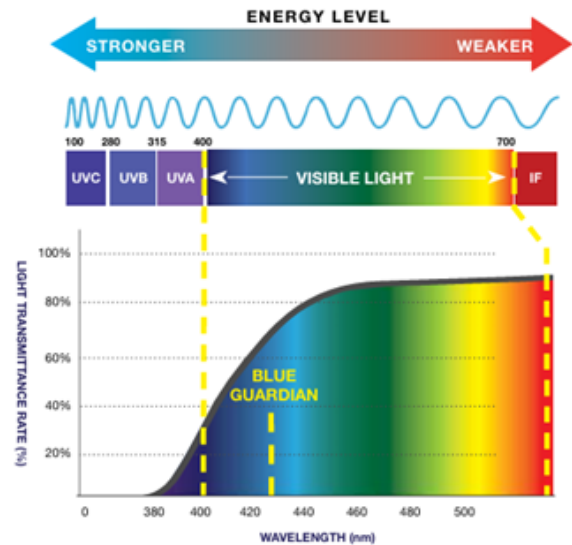
- Every +0.25 increase in ADD reduces the intermediate and near zone by 15% and increases unwanted temporal and nasal cylinder by 14%.
- Prism on Pupil (POP) by Opticare allows prism to be ground on distance/pupil height for progressives (generally ground at geometric centre). This gives more control of prism use for Optometrists on progressive lenses.
- Opticare provide a calculator on the Opticare website that calculates the prescription at pupil height based on the patients prescription and work needs. This allows the Optometrist to trial frame the prescription during the eye test with the patient before ordering from the lab. It also gives full control of the prescription to the Optometrist.
- There is an entry office option called START office. This comes in limited shifts +0.75, +1.25, +1.75, +2.25. The information in the summary sheet refers to the Optilux range (Flex and Near).

Coatings & Filters

Blue Guardian

- Blue blocking agent is embedded into the lens material – it is not a coating
- May help to protect the eye from constant exposure to blue light emitted from digital devices that may cause long term damage to the retina and impact the circadian rhythm
- Protects the eyes from constant use of electronic devices
- Blocks 100% of UV rays

[Learn more about Blue Guardian here.](#)



Multicoats

- Opticare has 2 multicoat options – the standard HMC and the Skeye multicoat.
- Multicoats help reduce glare and light bouncing off pages, providing better contrast for black on white printing and brighter colours in general.
- Reducing the glare and light reflections makes multicoats the perfect choice for any lens used with digital devices.
- Skeye multicoat increases light transmission by at least 8% providing clearer and crisper vision.
- Skeye multicoat provides up to 99% light transmission providing better night vision, in particular reducing the glare from oncoming lights.
- Skeye multicoat is extremely hydrophobic (repels water) with a slippery surface making it easier to keep the lenses clean.

[Learn more about Multicoat here.](#)

EYE YOGA Pro

EYE YOGA Pro can be used alone or in conjunction with glasses, depending on the patient's needs.

I'm not a VR goggle!
No digital screens here



Works for:

- ⚡ Digital eye strain
- ⚡ Ageing eyes
- ⚡ Enhances sports performance

EYE YOGA Pro is the world's first patented headset, which is used as an “all-in-one” solution for optimal eye movement and flexibility. It is designed to help with digital eyestrain, aging eyes, and to help further enhance sports vision performance training.

The EYE YOGA Pro Headset's pre-programmed 5-minute workout, will specifically target the intra & supporting eye muscles, activating, stretching, and relaxing them to increase circulation and flow of nutrients to these muscles for improved health and flexibility.

EYE YOGA Pro supports the following:

- Increased peripheral vision
- Better depth perception
- Eye tracking
- Increased visual awareness
- Sharper focus on objects
- Symptoms of eyestrain relieved
- Eyes feel energized and fresh



Designed to promote movement and increase blood flow to the muscles, the EYE YOGA Pro headset features 6 simple, easy and natural exercises that prompt you to focus your eyes on certain areas within and includes a special patented design that uses smart glass to turn from opaque to fully transparent, to accommodate the near and far sighted exercise.

[To learn more and read about the 6 EYE YOGA Pro preset exercises, click here.](#)

EYE YOGA Pro in practice

There are 3 ways to use EYE YOGA Pro in your store.

1. Become a stockist and sell EYE YOGA Pro

Stockists will be listed on the EYE YOGA Pro website. All enquiries that come direct from the website will be passed to a stockist in the local area. This helps direct new customers to the practice to discuss their eye needs and possibly become a new patient.

2. Use EYE YOGA Pro in your practice

This can be done in 2 ways. Firstly, with patients who need vision training and secondly for patients with high eye stress before they have an eye test to help relax their eyes. This is not about selling the EYE YOGA Pro, but rather using it with your patients during their appointment times.

3. Provide to patients to take home to do vision training

EYE YOGA Pro can be rented out for a weekly cost (for example \$40 a week). At home, it is an easy option for patients/parents to use with children who are doing vision training. Everyone in the family will probably try it and the family may end up buying a headset. For ongoing vision training, practices may choose to charge a set price per week until the headset is paid for or until it is returned.



Pricing of EYE YOGA Pro

Price to Practice **\$217.80** (\$198 + GST)

Suggested Retail **\$435** (\$395.50 + GST)

Opticare will only supply direct to a member of the public if there is no local stockist (charging full retail price).

[Learn more about EYE YOGA Pro here.](#)

Digital Device Campaign

To help support practices with growth of the digital device category, Opticare has put together a program covering education, products and a campaign offer.

The Opticare Digital Device Lenses Campaign will run over 3 months as follows:



APRIL

Introduction to the guide, training, preparing, and registering for the campaign.



MAY & JUNE

Promote digital device lenses options to patients to improve sales and take advantage of the Opticare offer.

Opticare Offer — **FREE Blue Guardian on selected lenses**

Buy any lenses from the Digital Device campaign range (listed in terms and conditions) and receive Blue Guardian for free.

Terms and conditions:

- Free Blue Guardian is available from May 1st until June 30th 2025.
- Offer is available on the following lenses: Optilux Ultraclear, Relax range, Optilux EasyLife, Optilux Digitalboost, Office range, and Optilux Vergence Pro.
- Blue Guardian will be charged at time of invoicing. Credits will be applied weekly during the campaign period.

Point of Sale Kit

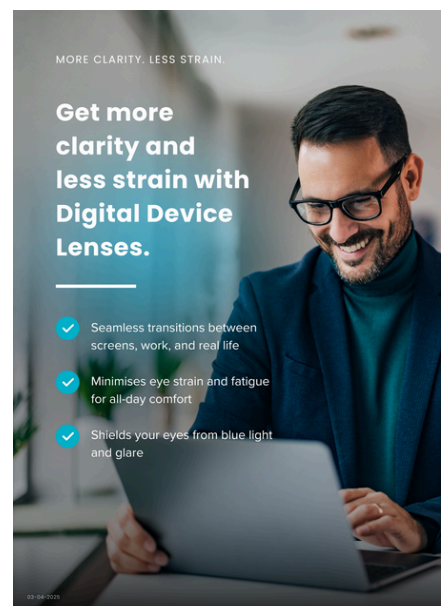
A marketing campaign kit will be available for practices to promote the campaign.

There will be 2 kit options:

- **Digital Kit** – This will include a website banner, social media posts and a recall letter
- **Print Kit** – Poster, tent card and A4 decal options

Practices must register to be given access to the digital assets or register interest in the print kit.

[Register to the Digital Device Campaign event](#)



This artwork is one of the many options included in the marketing kit. Full imagery will be available upon registration.

Please note that we will provide access to the Digital Kit the week beginning **April 21st**. If you register for a Print Kit, your BDM will make contact to discuss options.

Campaign Checklist for the Practice

This list includes some of the items to consider when planning, setting up, and taking part in the campaign. There is the option to add in timeline/dates and to check off when an item is completed. This list can be used as a guide/basis for what is specific to your practice.



Read over the campaign kit information

- Decide if practice will provide patients with an offer for May and June and what the offer will be
- Continue working through the checklist if your practice will be taking part in this campaign

Timeline

Task

Completed

	Assign a team member (Campaign Champion) to manage the campaign and tasks required - the role is to ensure all items are completed for the planning, set up, processing, and recording of the campaign (ensure items are completed, not necessarily the one who completes all tasks).	
	Campaign Champion to read through the full campaign guide and give the team an update on what the campaign is about, understand the budget and what the objective of the campaign is for the Practice.	
	Organise Opticare BDM to do training on Digital Device products if required.	
	Register for digital asset kit.	
	Register to discuss print kit with BDM if appropriate.	
	Ensure all products included in the campaign are listed in the Practice Management System with retail prices.	
	Update customer journey (if required) to include conversation about digital devices, update the Welcome to Practice Form and any forms/processes that relate to digital devices.	
	Set some goals - check current results for digital lens sales, multicoat sales, Blue Guardian sales, and multiple pair sales. Recording results will show if campaign is growing sales or if you need to consider changes to the process/journey you have set.	
	Plan social media posts - use the digital kit to pre-plan set posts to promote the campaign.	
	Plan LAM (Local Area Marketing) - decide what businesses to target, set dates to visit, and decide what offer (or not) to pass on. Organise brochures/flyers/intro options to take to targeted businesses.	
	Ensure offer is set up and starts on time - includes website banner, social media posts, in store assets, etc.	
	Review costs and return on investment at the end of the campaign. Make suggestions and give feedback to ensure future campaigns work better.	
	Have a team meeting to go over campaign, what practice will be doing, any processes or offers, and any targets that are set. Cover off any advertising/marketing so team can answer questions.	
	Ensure practice has plenty of stock of any additional items that may be needed with this campaign such as cleaning cloths, lens cleaning solution, brochures, business cards, information kits, etc.	

LAM

(Local Area Marketing)

Target/Option	Marketing/Offer	Resources	Costs
Local GP's	Provide information about the campaign. Discuss symptoms to look for and referring options.	Referral Pad, Business Cards, Introduction flyer/letter, Brochures about presbyopia.	<p>Applicable if printing or design work is required for resources being provided. Return on investment or growth required to cover any offers being provided. Team member hours required to plan, set up, visit businesses, etc. Consider time required to design and print resources.</p>
Local Allied Health Professionals	Provide information about the campaign. Discuss symptoms to look for and referring options.	Ergonomics for work stations at work and home, Business Cards, Introduction flyer/letter.	
Schools	Discuss childrens vision - specifically conditions such as convergence, accommodation, over use of digital devices, symptoms, and options available to manage these. This would require a contact at schools, nurses who do screenings, etc., to have access to work with schools.	Childrens vision brochure, Introduction flyer/letter.	
Local Office based businesses - for example real estates, accountants, banks etc	Provide an offer for local workers relating to digital device needs - lens and protection options such as Blue Guardian and multicoats.	Introduction flyer/letter, discount voucher/offer.	
Practice Database	EDM/letter/newsletter to patients with information about digital devices, lens options, why a specific pair might be required, latest options to help with work needs.	Customer list from Practice Management system based on prescription, work or past lens purchase. A write up or newsletter to provide information and an offer (if applicable).	
Social Media Posts	Posts with tag lines/scripts that will engage customers and match the platform being posted on. Have a call to action such as making an appointment or a purchase using a voucher.	Images and scripts relevant to platform. Options relevant to the campaign will be provided by Opticare in digital asset kit for store to use as part of their post plans.	
Website	Add a pop up banner about digital device lenses, have a tab of information included and reference any offer.	Use option Opticare will provide in the digital asset kit, have option to make contact with practice direct from website, include any terms & conditions for patients to access.	
Instore offer	Can be a voucher, an offer such as reduced cost of a coating or add on or a multiple pair option for patient to buy every day pair as well as digital device option on same day.	Process covering the offer, how to process, and what the terms and conditions are.	

In-store Training

The aim of the **Digital Device Campaign** is to build awareness, educate teams and patients, and grow sales in the field of lenses that are specific to digital device use. Generally, stores have a low rate of use of lenses for this category as progressives are usually the go-to lens to cover digital needs, particularly with presbyopes. As technology changes and consumers use more devices across the full day, as well as spending longer times on a device without a break, the need to understand and use specific lenses increases. Below are some tips, scripts, and training ideas to help build your teams knowledge which in turn will help you provide the visual outcomes each patient is looking for and needs.

Scripts

Introducing a lens specific to digital use

“

“I noticed you have listed digital device use as a major part of your daily routine. Currently, you have a pair of progressives that covers the majority of what you do and helps with the screen, but there is another option we can prescribe. A lens specific to your work needs will give you more area to see the width of the screen and a larger section of the lens to cover your work distances. I believe this would make an impact on how your eyes feel each day.”

Explaining how a digital specific lens differs from a progressive lens

“

“Your current lens is a progressive. It allows you to see every distance - from far vision to computer distance and then close for smaller print and reading. A digital specific lens uses the same amount of lens, but only has the power for the computer distance and close work so you have more area to see computers and read with. It means you can see the width of your screen more and don't have to move your head up and down as much because the power you need for the computer will be in front of your eyes, not part of the way down the lens like it is with your progressive.”



Training Ideas

Business Development Manager

Have your BDM come in and spend time training the team on the lens options available, lens materials available, index options, the options for blue light and multicoats. Work out the go-to lenses for your practice based on your demographics/patients mix. It's good to know what options are available but most practices will have a couple of go-to lenses in each category they use the most.



Campaign Champion

Have someone in the team trained up to be the go-to person. They can help with the lens knowledge, how to process options in store, specifics to the campaign, etc.

Tips

Campaign Offer

If your practice is going to have an offer for the campaign, plan it early. Work out what the offer will be, how it will be processed, how to let your patients know about the offer, etc. It's always good to know what your ROI (return on investment) is. To understand this, look at the sales for the previous year that relate to the offer. Then, measure the same for the campaign period to know how successful the campaign was. At the end of the campaign, discuss it with the team to see if there are learnings for why it worked or why it didn't work as well as you wanted.

Use the recall template

Digital Devices are a year-round issue for your patients. Once the campaign ends, consider using the recall letter that has been created for this campaign to continue to build awareness of the options available to patients.



DIGITAL DEVICE LENSES GUIDE

OPTICARE

See the Difference

Contact us

NEW SOUTH WALES

Head Office

Jobbing Address

Locked Bag 132,
Silverwater NSW 2128

Business Address

118 Adderley St, Auburn
NSW 2144

Phone: 02 9748 8777

Fax: 02 9748 8666

QUEENSLAND

Branch Office

Business & Jobbing

Unit 3, 5 Navigator Place
Hendra QLD 4011

Phone: 07 3630 2366

WESTERN AUSTRALIA

Branch Office

Business & Jobbing

Unit 4/42 Dellamarta Road,
Wangara, WA 6065

Phone: 08 9376 3700

info@opticare.com.au | www.opticare.com.au

Free Call Number: 1800 251 852

