

## REVO OCT: Frequently Asked Questions for Clients

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- 1. What does the REVO OCT detect?** The REVO OCT can detect early signs of the major eye diseases which constitute 80% of world blindness: Glaucoma, Diabetic Retinopathy, Age related Macular Degeneration, and other retinal pathologies. One of the unique benefits of the REVO OCT is that it provides an objective analysis of your retina (back-of-the-eye) in one scan.
  - 2. What do I get out of this examination?** When you take the REVO OCT examination for the first time you get a complete analysis of the back of your eye (the retinal layers) where many eye diseases start. Your results are automatically compared to a normative database and if there are any suspicious findings you will be referred to an eye specialist for further investigation. When you return for your periodical follow-up examination, your results are also compared to your first (baseline) results to see if there have been any changes since your last check up. Because these diseases are symptomless in their early stages, when you take the REVO OCT examination you can be sure that there are no eye diseases “sneaking up” on you.
  - 3. I am young and healthy. Do I need to take the exam?** Yes! General health does not necessarily prevent retinal diseases and not all retinal diseases are associated with old age. The problem is that these diseases “sneak up on you”. There is no pain, there are hardly any symptoms, and waiting until there is vision loss before going to see a doctor – may be too late! The damage is irreversible. The point is to detect it as early as possible so you can start treatment and prevent vision loss.
  - 4. What happens if the exam detects a problem?** If the REVO OCT finds an abnormal parameter – we will refer you to an eye specialist with the REVO OCT scan results which will tell him/her what to look for and where. But even if the exam does not find anything, and hopefully that will be the case, we will still have a baseline examination, which we can use for a yearly follow up on the health of your eyes.
  - 5. Why do I need to take the REVO OCT exam every year?** Most eye diseases develop slowly over time, and some are symptomless until their advanced stages. Every time you take the REVO OCT exam – your results are automatically compared to your previous exam because even subtle changes in your retina can be indicative of a retinal disease.
  - 6. How long does the exam take?** The exam itself takes only a matter of seconds per eye. It is quick, painless and non-invasive
  - 7. How is the REVO OCT different from a regular eye exam by an optometrist?** Most optometrists will examine the front part of your eye – your cornea and lens and only the retinal surface. (Fundus imaging). The REVO OCT scans all the layers of the retina, the surface and beneath the surface. 80% of blindness is caused by back-of-the-eye diseases, so it is very important to get a periodical objective and quantitative assessment of all the layers of the retina. In addition the REVO OCT will also assess the anterior chamber, the front part of the eye which further enhances any previous corneal and lens examinations.
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- 8. Will the doctor/ophthalmologists know how to read the report?** Yes. Within many hospitals OCT scans are commonly used and the REVO OCT scans and analytical results can easily be interpreted.
  - 9. If I have cataract – will it affect the scan?** Generally, the REVO OCT needs a “clear path” in order to scan. Severe cataract will make it difficult to complete the exam. However, if the cataract is in its early stages and depending on where it is located, usually the REVO OCT can bypass it and still acquire a good informative scan. Back-of-the-eye examinations are very important to your vision wellness, so taking the REVO OCT exam is worth a try, even if you have cataract.
  - 10. Will my pupils need to be dilated?** In most cases the REVO OCT does not require pupil dilation. We can usually measure through pupils as small as 3mm.
  - 11. If I need to drive later, will that be a problem?** If your pupils are not dilated there is no problem to drive after the exam. The REVO OCT examination only uses a few flashes of light for each scan. If dilation is required then consult with your optometrist who will advise accordingly.
  - 12. If my refractive error is high, will I be able to take the exam?** Yes, the REVO OCT can compensate for most refractive corrections.
  - 13. If I have contact lenses on, can I still do the test?** Yes, generally there should be no problem doing the exam with contact lenses.
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## Referrals

Like internal marketing, referrals can be an excellent source of customers for the exam, and possibly, new customers for the store. Since you currently may have the only REVO OCT in your area, you will want to maximize the opportunity to be the referral site for other practitioners in your area.

Consider the following:

- Customers who have had the REVO OCT exam will be a terrific source of referrals. Be sure to give all Customers a copy of their REVO OCT printout for them to share with their friends and family members. Be sure that these Customers know that all of their family members should be screened.
- Send a letter\* to other eye care professionals and general physicians in your area notifying them of the REVO OCT and asking them to refer customers to you for the exam. You will want to be very clear about how you intend to handle these referrals (i.e., provide just the REVO OCT exam and then refer them back to the referring doctor for follow up, etc.). This is where the REVO OCT Viewer software comes in handy. Your referring doctors can also have the review software in order to view the REVO OCT sessions you have scanned.
- Send thank-you letters to all referring physicians for customers referred.
- Conduct periodic seminars for potential referring physicians and ophthalmologists at your store and invite them to be scanned with the REVO OCT. “Seeing is believing”, so the more doctors and colleagues take the exam themselves or see how it works, the more referrals you will receive.
- Exhibit at local specialty meetings (optometrists, family practitioners, etc.) to promote your store and the REVO OCT.

## External Marketing

Focusing on existing customers and contacting colleagues for referrals are a good start to maximizing the use of your REVO OCT however; the REVO OCT provides a perfect opportunity for you to attract new customers from the community at large.

Following are some ideas for external marketing of your REVO OCT

- Consider advertising your store, and specifically the REVO OCT exam, in local print media. Be sure to highlight the importance of regular exams and early detection, the fact that there are no noticeable symptoms at the early stages of the diseases and the advantages of the REVO OCT exam.
  - The following could be good sources of new Customers:
    - Local newspaper
    - A supplement to the local newspaper
    - Local newsletters focused on glaucoma risk groups, Diabetes Association newsletter, etc.
  - Develop a press release for local media (print, television and radio) to encourage them to interview you for a story on the advantages of the REVO OCT
  - In any advertisements that you are already running make sure that you mention that you have the latest, state-of-the-art technology for early detection of eye diseases. This will differentiate your store from others while increasing awareness of and interest in the REVO OCT.
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- Speak in professional seminars. Seminars are an excellent way of positioning yourself and your store as a leader in the field, which will result in more Customers.
- Write columns on the dangers of back-of-the-eye diseases and the need to be screened for the on a regular basis. Submit them to the print media listed above. As often as possible, include customer testimonials and “success stories” of people that have been examined by the REVO OCT
- Contact any local print, radio or television media that offer a regular health segment and offer to be their eye sight consultant. This will allow you an opportunity to talk about the REVO OCT as well as position yourself as a leading eye care provider in your community.
- If your store has a web site, be sure to include information about the importance of being tested for eye diseases, and the REVO OCT exam.

*Remember: You are not only an innovative business manager; you are a leader in the global initiative to prevent blindness. The more awareness you succeed in creating – the better your competitive edge will be.*