

PROVEN IN MARKET TESTING

The Think About Your Eyes initiative to encourage vision health and annual eye exams delivered life-enhancing results for millions.

In May 2010, a two-year pilot was launched in 25% of the U.S. This effort included television, radio, digital advertising, social media, public relations and an educational website with a doctor locator. The initiative demonstrated for the first time that the eyecare industry could motivate and change patient behavior on a large scale.



+8%
INCREASE
in eye exams!

+39%
INCREASE
in new patients!

+120
MORE EXAMS
per practice
per year!

+367
THOUSAND
undetected eye
diseases discovered!



JOIN THE MOVEMENT

To sign up today, go to:

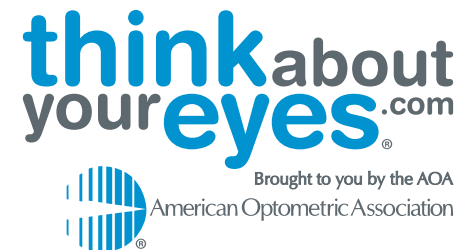
ThinkAboutYourEyes.com/Enroll

BECOME A MEMBER!

Get listed on the Think About Your Eyes Locator with a Basic or Premium membership.

ADVERTISE YOUR PRACTICE!

Sponsor Think About Your Eyes advertising.



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OPEN MORE EYES



Join the nation's biggest and most comprehensive eye health awareness initiative ever!



Helping America See Better.

VISION HEALTH IN AMERICA ...

A LACK OF FOCUS

In the US, vision is a top public health concern, yet most Americans do not get an eye exam.

- 138 million US adults go without an eye exam
- Over 50 million are at high risk of serious vision loss due to eye diseases (glaucoma, age-related macular degeneration and diabetic retinopathy)
- 30 million have uncorrected refractive error

The eyecare industry has been seeking the right solution for years to address these challenges.

THE SOLUTION



The nation's biggest and most comprehensive eye health awareness initiative is now national!

Think About Your Eyes is a public awareness initiative focused on educating the public on the importance of eye health and the need to have an annual comprehensive eye exam.

With the support of the eyecare industry and eyecare professionals, Think About Your Eyes has proven the right messages and media can motivate the public to begin focusing on their vision.

AN EDUCATIONAL MESSAGE

Think About Your Eyes advertising uses strong, clear messaging on eye health, leading patients to a yearly comprehensive eye exam.

The messages are educational and non-commercial in nature. Specific products, brand names and product categories are not mentioned.

Patients will be directed to the website to learn more about vision and look for doctors who support the Think About Your Eyes program.

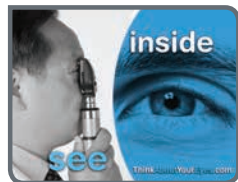
TV COMMERCIALS



Eye Disease
You can lose your sight to eye disease if you wait for symptoms to occur.



Kids' Vision
School vision screenings are not enough to identify kids' eye problems that can affect their learning and behavior.



Overall Health
Your eyes let eye doctors see warning signs of serious health problems before other symptoms occur.



BECOME A MEMBER!

BASIC MEMBERSHIP

\$250 – Annual Subscription Includes:

- **Basic Locator Listing**
 - Practice name, address, phone number, email address
 - Basic positioning on locator
 - Link to Think About Your Eyes website
- **In-Office Promotional Materials**
 - Think About Your Eyes Window Cling
 - Think About Your Eyes Supporter Poster
 - Think About Your Eyes Counter Card
 - Think About Your Eyes Consumer Materials

PREMIUM MEMBERSHIP

\$500 – Annual Subscription Includes:

- **Premium Locator Listing**
 - Basic Listing plus: Preferred position listing, inclusion of photo, insurance accepted, color highlights, practice special offers
- **Link to your practice website**
- **In-Office Promotional Materials**
All pieces above, plus:
 - Think About Your Eyes Give Away Items: Golf Balls, Stress Balls, Pens, etc.
 - Think About Your Eyes Office Marketing Materials: Direct Mail/Postcards
- **Online Appointment Requests**

JOIN NOW!

Don't miss the opportunity for new patients to find your practice by not being listed when they search for a doctor on the **Think About Your Eyes** website!

To sign up today, go to:

ThinkAboutYourEyes.com/Enroll

ADVERTISE YOUR PRACTICE!

SPONSORSHIP OPTIONS

Demonstrate support and drive new patients to your practice by sponsoring Think About Your Eyes advertising.

Your practice can be featured in online TV, online banner ads, national magazines or on Accent Health, the CNN medical doctor in-office TV network.

- All sponsorships are purchased on a quarterly basis.
- Online Banners, Online TV and Accent Health TV are purchased at a zip code level and are exclusive to your practice.
- Magazine sponsorships are purchased at the market level in Sports Illustrated and People Magazine, providing broad exposure. Up to six practices can sponsor each market level ad.
- 10% discount for purchasing more than one zip code or media option.



- Banner Ads and Online TV ads
- Print Ads in Sports Illustrated and People Magazine

HOW TO SPONSOR

- Step 1:** Go To thinkaboutyoureyes.com/Enroll and become a member
- Step 2:** Visit the "Sponsorship" pages on thinkaboutyoureyes.com/Enroll
- Step 3:** Enter the zip code(s) around your practice you are interested in and the available sponsorships will be listed. Every sponsorship may not be available in your zip code.
- Step 4:** Select the sponsorship(s) you would like to purchase in each zip code.
- Step 5:** Proceed to check out.
 - Fill in the practice information for customizing your sponsored ads.
 - Enter credit card information.
 - You will receive confirmation of your order.
 - 10% discount will be applied at checkout for orders of more than one zip code or media option.

JOIN NOW!

To sign up today, go to:

ThinkAboutYourEyes.com/Enroll

think about your eyes.com



Brought to you by the AOA
American Optometric Association

The AOA has endorsed the **Think About Your Eyes** initiative as a great way to increase the public focus on vision and to motivate patients to get their annual eye exam.