

# Optosys<sup>®</sup> Info



4, Place du Commerce, Suite 460, Montréal (Québec) H3E 1J4 Tel. : (514) 762-2020 Fax : (514) 762-9933 www.opto.com

## Shop & Save!

Congratulations go out to our winners of \$500 in b2b credits!

**July:** Granger Bernier & Ass. Inc.  
St-Jean-Sur-Richelieu, QC

**August:** Clinique Opt. de St-Hyacinthe  
St-Hyacinthe, QC

Simply place 20 orders during the month of October for your chance to win.

Furthermore, place your first order and receive a \$20 b2b credit applicable on your second order!

Contest details can be found at:  
[www.opto.com/b2b](http://www.opto.com/b2b)

**Welcome to fast and easy ordering.**

\* One \$20 credit per clinic

## HOW CAN MY DATABASE HELP ME WITH MY MARKETING NEEDS?

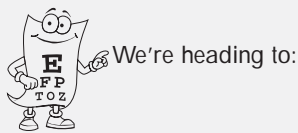
Do you have any idea of the hidden value that your database represents? As it happens, **its worth is incalculable.** Thanks to your database, you can select groups of patients with whom to communicate with. For example, if you'd like to inform your patients of the latest breakthroughs in progressive lenses, all you have to do is enter the parameters that will enable your database to select presbyopic patients who are aged 37 and over that you have seen in the past 3 years.

Many businesses pay big money to obtain the names and addresses of potential customers. Your advantage over these businesses is that your database contains only names of patients who know you and therefore are receptive to your message. You don't need to introduce yourself or convince them of your professionalism and the quality of your products. All your patients are waiting for is for you to make them an offer!

In marketing, market segmentation is essential! In fact, segmentation guarantees commercial success. **What is segmentation?** Simply defined, segmentation is the separation of your patients into groups, thereby segmenting your patient list and targeting the groups according to the nature of your message. There would be no point in sending a 25-year old patient a message on progressive lenses, so why do it? It's much more profitable to send a pertinent message to 5 patients than it is to send an irrelevant one to 1,000 patients. Your returns on investment can't help but be maximized.

Your database provides you all these possibilities, and much more. However, in order to take full advantage of available functions, you must diligently complete the appropriate fields found in your clinic management software.

## Coming this fall...

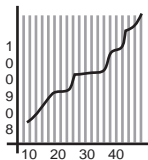


We're heading to:

- Regina, SK : October 28, 2005
- Markham, ON : November 5, 2005
- Halifax, NS : November 25, 2005

## OPTOSYS<sup>2</sup> Installations

September 2005




Centre Visuel de Lorraine Inc.  
Lorraine, QC


Lapierre & Béliveau, Optométristes  
Montréal, QC

## Discover OPTOSYS<sup>2</sup>.com

**This month discover the Prescriptions tab (Rx) in the Patient File.**

This tab is divided into 3 sections: (see the reverse)

The first displays all of the patient's prescriptions for eyeglasses. The eyeglasses  appearing in the information toolbar (Section #4) indicates that at least one prescription for eyeglasses appears in the patient's file.

The second displays all the patient's prescriptions for contact lenses. A contact lens  appearing in the information toolbar (Section #4) indicates that at least one prescription for contact lenses appears in the patient's file.

The last section displays all of the patient's service plans for contact lenses.

The patient information toolbar (Section #4) appears in all the tabs. Simply place your cursor on any of the images to display the corresponding information.

Look for future editions of Optosys<sup>®</sup> Info for more information on the Patient File.

**OPTOSYS<sup>2</sup>.com** : The leading optometric practice management system...  
**Now connected to the world!**

# Discover Optosys<sup>®</sup> 2

## The Prescriptions

**Optosys 2** File Edit Actions Selection Printing Admin Language Help

Navigation: Welcome Patient Agenda Inventory Selection results

Web: Intranet Order Online

History: Rx Uses

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# 0000024682 - Plante, Denise

Date	Rx OD	Rx OS	Lens OD	Lens OS	Frame	Use
20/09/2005 3:38 PM	+1.00	+1.00	Polycarbonate	Polycarbonate		
15/09/2005 11:43 A	-1.00	-1.00	Orma 1.5 Crizal D	Orma 1.5 Crizal D	Alii MG748	Driving

1

Date	Rx OD	Rx OS	Product OD	Product OS
15/09/2005 11:47 AM	-4.50 0.00 X 0.00 0.00	-4.50 0.00 X 0.00 0.00	Extreme H2O G-60 S-Xtra Steep	Extreme H2O G-60 S-Xtra Steep

2

Start Date	Product OD	Price OD	Product OS	Price OS	Duration	End Date

3

Co: 000 Workstation: DPLANTEXP Server: Http://127.0.0.1/optosys/OptoSysServices.aspx Version: 2.0.14.3

User: DPlante 21/09/2005 11:48 AM