

Clear views

Newsletter from Positive Impact

Independent Business: Stronger Together

This newsletter was originally scheduled to come out during what turned out to be lockdown. As you can imagine this is no longer the same communication we had planned.

As an independent business like you this has been a difficult time with staff on furlough and a skeleton team keeping the business open, in our case primarily for contact lens orders.

“ we have extended terms on NaturalVue and made our EasyPay payment plan for GLASKLAR simpler and more flexible. ”

I hope that this period has reminded us all that suppliers like us and customers like you are a different side of the same coin. The yin to the others yang. New products and services are the lifeblood of successful practices and so taking the time to hear about what's new is an investment in the business. I think that this crisis has brought into focus the sense that we are all in this together and successful practices need a successful industry to support it.

Hopefully like us you used some of the time to think about your business and plan for business post-lockdown. We certainly have and, if I do say so myself, we've come up with some great initiatives to support you as you rebuild your business and endeavour to recoup financial losses.

I think I'm most proud of the fact that lockdown freed up some time to bring to fruition a longstanding idea. We have developed a B2C website for your dry eye patients to buy HydraMed online, when its

more convenient than visiting the practice. Unlike other suppliers' web sites, www.hydramed.shop generates a cash rebate for the practice, every time one of your patients orders direct.

“ suppliers like us and customers like you are a different side of the same coin. The yin to the others yang. ”

Additionally, we have extended terms on NaturalVue and made our EasyPay payment plan for GLASKLAR simpler and more flexible. You tell us how many bottles you need, and we'll simply spread paying for them into equal monthly amounts on direct debit – no more upfront payment.

Finally, you have my commitment that as an independent company we will continue to operate with a genuine commercial conscience. Now more than ever independent businesses need to work in partnership and demonstrate mutual respect in all their dealings.

As always feel free to contact me if you think I can be of help or you have any thoughts on how we can serve your business better as we start our recovery together.

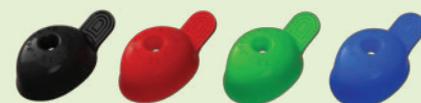
#BackStronger

Nick.

Nick Atkins
FBDO (Hons) CL FBCLA
Director of Marketing
and Professional Services



EziDrops



Following its debut on a Tech Bites webinar hosted by 100% Optical we are delighted to be exclusive distributors for EziDrops, the novel eye drops applicator.

Developed by Bhavesh (Bob) Gokani after he started suffering from hayfever at the age of 50, the simple ergonomically designed plastic device effectively enables the safe and accurate instillation of eye drops of any kind, first time, every time.



Nick Atkins comments, "This is one of those simple genius devices that just works and makes people's lives easier. One of the biggest barriers to successful medication and symptom relief is the inability to get enough of the drop into the eye to be effective – EziDrops solves all that better than any other devices I've ever seen."

The applicator can be used with almost any drop bottle. It comes in four colours black, red, green and blue and retails for £5.99.

EziDrops are available direct or via the optical wholesalers.

ALSO INSIDE:

- GLASKLAR Supports 
- NaturalVue up for award
- Lower prices for PPE

Award spotlight for EDOF lens



NaturalVue 1-Day Multifocal contact lenses have been shortlisted for Contact Lens Product of the Year in this year's Optician Awards.

We launched NaturalVue from Visioneering Technologies Inc. (VTI) in the UK last year. Uniquely CE-approved for the management of both presbyopia and myopia progression, the lens uses patented centre distance optics. The lens design creates a virtual pinhole leading to an extended depth of focus (EDOF), inspired by advanced camera optics.

NaturalVue has an extensive power range from +4.00D to -12.25D, and uniquely for a daily disposable lens, it is offered in 0.25D steps. The EDOF design generates an effective add of up to +3.00D, and as a result, it is fitted like a single vision lens.



The Optician Award contact lens finalists were judged on the impact of offering new levels of performance and boosting the volume of new fits or keeping patients in contact lenses.

The judges looked for evidence of the product's significance to the practice, and its ability to grow the practice's contact lens business. They also considered the level of innovation the contact lens utilises and the way it was presented to the UK market.



continuum

Take the hassle out of reordering

Continuum is the auto-replenishment programme which ensures that replacement contact lenses or dry eye products are always available just when you need them.

Register your patient with us, specify a shipment schedule and we take care of the rest. You can have contact lenses or our dry eye products sent direct to your patient's home, place of work, or direct to your practice, on a recurring basis.

You can schedule automatic shipments to arrive five to seven days before the change date specified in your patient's wearing schedule.

Each month you will be sent a Continuum statement showing your registered patients and their recurring order cycle, enabling you to easily track your patient replenishments.

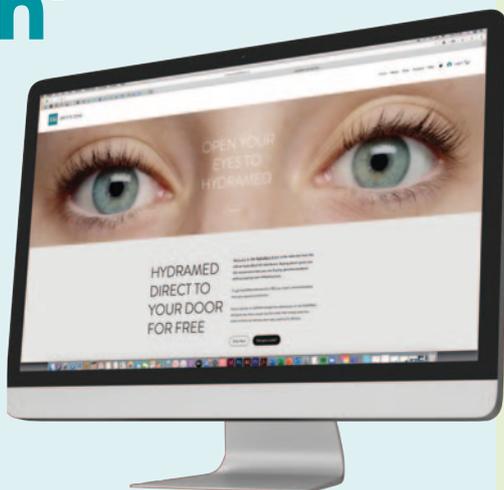
This makes practice management easier and enables you to change supplies to any patients whose prescriptions may have changed.

Online shop that cuts you 'in'

www.hydramed.shop is a new and innovative way to support our HydraMed stockists and their patients in receiving HydraMed eyedrops to their home. The website's USP comes from allowing the patient to buy online, without cutting the practice out of the sale.

When ordering HydraMed via the web site, the consumer enters a unique code provided to them by their practitioner. This code enables the patient to get access to special offers and free delivery. Additionally, it is a unique identifier for the patient's practice, thus guaranteeing the practice receives reimbursement for the transaction.

Marketing and Professional Services Director Nick Atkins commented, "The COVID19 lockdown clearly demonstrated that there are times when it's more convenient for our dry eye patients to have ongoing supplies delivered to their home. I am excited about this web site as it turns the conventional stock-in-trade model on its head. Allowing the patient to order their supplies when they need



them - 24/7, whilst the practice generates revenue just as if they had sold the product themselves."

Managing Director Maxine Green added "I am surprised just how many eye-drop companies actually have a direct sales website - effectively biting the practitioners' hand that feeds them. Our model also means the patient isn't forced to travel to the practice or, for convenience, resort to purchasing elsewhere. We feel this alternative approach is the classic win-win scenario".



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GLASKLAR and Kirk & Kirk announce collaboration

Under the agreement we are supplying Kirk & Kirk with GLASKLAR lens cleaner in a choice of its 12 colours to match their colourful frames, enabling its independent stockists to gift the sprays to their patients in a colour matching their frame purchase.

Positive Impact's managing director, Maxine Green, said: "Like GLASKLAR, Kirk & Kirk champions authenticity, creativity, style and quality. Kirk & Kirk's unique, distinctive material in colours that are often imitated but impossible to duplicate are just like GLASKLAR. Using GLASKLAR's natural cleaning product will keep the Kirk & Kirk colours vibrant and fresh, with the lenses in optimal condition too."

Kirk & Kirk managing director, Jason Kirk, concluded: "GLASKLAR is a high-end product that supports the notion of treating your eyewear with care.

By offering a quality lens cleaning solution with our frames, we are adding value to our client proposition.

"This also encourages the consumer to go back to their optician for a free top up of lens cleaner enhancing the love triangle between Kirk & Kirk, the optician and the consumer."



Green is the colour

GLASKLAR continues to support it's tree planting mission.

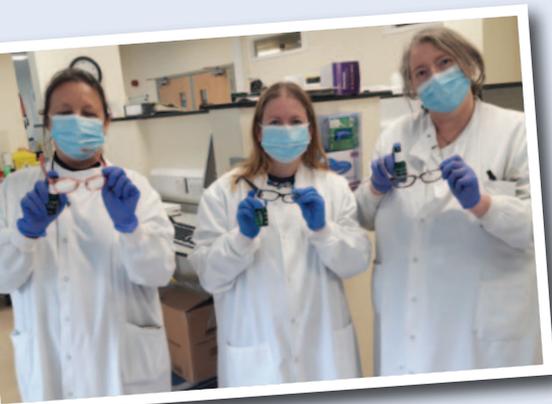
Last year's charity campaign, started on World Environment Day, saw us plant a tree for every order made for our lens cleaner loyalty builder. Over 100 trees have been planted so far thanks to the initiative.

The campaign was due to finish at the end of last year but was extended to cover 100% Optical in January. The move proved so popular that we decided to continue with the campaign for the rest of 2020.

The trees will be planted by the Earth Day Network in support of The Canopy Project (which is aiming to plant 7.8 billion trees, one for every person on earth) to celebrate the 50th anniversary of Earth Day this year.

GLASKLAR helps prevent NHS glasses misting-up

During lockdown we donated hundreds of bottles of GLASKLAR to help prevent the glasses of frontline NHS doctors and nurses, at nearby Hastings, Bexhill & Eastbourne Hospitals, from misting-up.



As all members of the practice team now appreciate, medical staff must wear PPE including protective eyewear, face masks and visors which, when worn in combination over glasses can cause

lenses to mist and fog-up. This is a problem as apart from the inconvenience, the PPE cannot easily be removed to clean the lenses. However, as every optician knows, the most effective way to reduce misting-up is to keep lenses squeaky clean in the first place. This is because at a microscopic level there are imperfections in the lens surface that can trap particles of dirt and debris that attract moisture causing lenses to fog.

The idea to donate the cleaners came from the office team after we heard of a local ICU consultant who cleaned his spectacles using a high alcohol anti-bac wipe and damaged the surface coating as a result, rendering his glasses unusable.

Jacque Fuller, Staff Engagement & Wellbeing Manager, East Sussex Healthcare NHS Trust said "Staff have been most grateful for the GLASKLAR product and particularly the fact that her colleagues can get free top-ups from several local GLASKLAR stockists".



A silver birch sapling was given as a thank you to visitors ordering GLASKLAR at 100% Optical to help offset their carbon footprint travelling to the London show.

Recouping financial losses with CL's



It has been interesting to note the cashflow benefit of the regular monthly direct debit payments from contact lens patients. Those practices with a decent wearer base continue to be grateful for the ongoing revenue generated by these patients during lockdown, begging the question as to why practices don't fit more contact lenses and what effect lockdown might have on their prescribing in the future?

To address this we hosted a webinar series entitled 'Recouping financial losses with contact lenses'.

Our three NaturalVue webinars discussed the role contact lenses can play in rebuilding your business and help in

securing the long-term financial future of the practice by:

1. Fitting the essential workers
2. Improving multifocal 1st fit success
3. Myopia management with daily disposables

We also ran two SynergEyes hybrid lens fitting webinars with Phil Thompson. In the first session he focussed on fitting the Duette Progressive to regular cornea and then, in the second, fitting UltraHealth to irregular cornea patients.

If you were unable to watch some or all of this series of lockdown webinars – good news – they are all available online (<http://tiny.cc/syllsz>).

Lower prices on PPE

We continue to have access to a full stock of personal protective equipment. We have a full range of gloves, masks, aprons, hand sanitiser, goggles and visors etc.

Not only that but the independent optometrist that supply's us has just dropped the prices. As a result we are pleased to pass this benefit straight onto our customers.

Here are some examples of the new pricing:

Blue nitrile medical exam gloves

Quantity 100
Was £20

Now £18



Type IIR surgical face masks

Quantity 50
Was £38.50

Now £33.50



Latex free, polythene aprons

Quantity 600
Was £114.00

Now £74



Contact us for more information.



STOP PRESS

PI signs Eye Doctor distribution agreement

Positive Impact has become the exclusive UK distributor for The Eye Doctor.

This fills an obvious gap in our 'best in class' dry eye portfolio – namely a good quality moist-heat hot compress. Under the agreement we will distribute the full Eye Doctor range, as well as launching some exciting new products later in the year.

Watch out for more news on this development during the coming weeks.

For more information visit www.positiveimpact.co.uk

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