

Reviewed by:

____ Doctor
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____ Other



Have You Checked Out TOM Lately?

Marketing is a key component for the growth of any business. In today's economic climate it can be tempting to cut back on marketing to help reach the bottom line. Luckily for you, a resource is available to keep your marketing efforts strong without hindering your profitability. For almost eight years, Transitions Optical, Inc. has made it possible for optical industry professionals to quickly customize marketing materials free-of-charge using the Transitions Online Marketing (TOM) tool. The average TOM user in 2010 received \$1,500 in free marketing tools for their business.

Launched in 2003, the TOM tool is a one-stop online source where you can create custom point-of-sale (POS) tools, print advertising and promotional materials and download useful practice management tools. Recently updated and enhanced, the TOM tool includes a new "Learning Center" where eyecare professionals can discover more about the resources available. Additional improvements include the ability to search for resources by key word, and a new "Create and View" option that allows for easier viewing of materials before printing.

Through 2011, additional resources will be added to TOM, including an enhanced newsletter template, new direct mail and email templates and more. Eyecare professionals will be able to create and send customized e-mail campaigns to patients right from the TOM tool.

Customizable materials currently available on the TOM tool include:

- Brochures
- RX Pads
- Patient reminder cards
- Counter cards
- Patient newsletters
- Dispensing Mats

The messaging on each piece can be changed to match your practice's needs. Customizable options include information such as unique headlines, seasonal messages, a library of images reflecting different ages, gender and ethnicities, special offers and promotions and practice information. ECPs can also choose from a variety of templates with information on package pricing, back-to-school, every day comfort and convenience and glare and UV protection. One of the most important advantages of the TOM tool is the ability for you to customize your marketing message as the seasons change. In the summer months, the TOM tool can be used to remind patients about the importance of UV protection while enjoying outdoor activities.

Point-of-Sale

In a recent survey¹, more than half of all patients who recalled seeing a point-of-sale piece said it influenced their decision. This reinforces how valuable it can be to strategically place these materials in the waiting area or dispensary. But in order for point-of-sale materials to be most effective, they should be up-to-date. Refreshing your displays at the beginning of each year – and as new products become available – will let your patients know your practice offers the most current and desirable lens technologies in today's marketplace.

Transitions Optical offers a number of complimentary marketing and point-of-sale materials that eyecare professionals can order free of charge through the "POS" section of www.transitions.com/PRO. New for 2011 is an updated Dispensing Mat that highlights the everyday protective benefits of Transitions lenses and includes an illustration of the three activation stages for both Transitions and Transitions XTRActive lenses. Eyecare professionals can choose to display a pre-printed insert or can use TOM to customize their own insert.

A new consumer brochure is available for eyecare professionals to display in office waiting rooms or share with patients as a take-home reference. The new brochure is designed to serve as an easy-to-follow comparison guide— helping patients choose their ideal Transitions lens. The front of the brochure features a sliding card that allows patients to compare the three activation stages of Transitions lenses with Transitions XTRActive lenses. The brochure also lets patients know that with each registration, a donation will be made to Prevent Blindness America through the Transitions Healthy Sight for Life Fund™.

With so many options to choose from on the TOM tool, the possibilities are endless to convey your practice's message. As each season arrives, the TOM tool can be used to alter your message as appropriate. By leveraging patients' awareness of the Transitions brand, you can reinforce the need for healthy sight and the value that you bring as a provider of healthy sight solutions.

To take advantage of TOM, simply go to www.TransitionsTOM.com to register for free. Once registered, you will have access to all the customizable materials, photographs and practice management tools available; all for free! For additional assistance, contact your Midwest Labs location; we will be happy to help you get to know TOM better!

1 – 2010 survey of independent eyecare patients, sponsored by Transitions Optical, Inc



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