

*"I love that we are rewarded for offering the best lenses and products! PracticePlus allows us to continue to offer the very best products with cutting-edge technology."*

- Monica Martinez, Central Valley Eye Care (CA)



## PracticePlus®

PracticePlus is an ongoing product-support program that has been helping independent eyecare practices since 1998. Participants receive \$10 for every pair of **Kodak** Progressive Lenses dispensed and redeemed, along with additional tools like staff training and POS materials to help build a strong practice.

## Benefits

As a PracticePlus Participant, you will have access to:

### FUNDING

The more you purchase and redeem, the more funding you will receive to improve your practice—there is no limit! Ultimately, you decide how much funding you will receive. Plus, the use of the funds is left to the Practice Owner's discretion. YOU decide what's best for you and your practice. Earning rebates has never been easier!

### KODAK LENS PRODUCT

**Kodak** Lenses provide independent practices with a well-recognized consumer brand and high performance lenses to offer their patients. **Kodak** Progressive Lenses are available in traditional, dualside and full backside lens designs to accommodate any prescription and lifestyle.

### CUSTOMER SERVICE

Call to speak with one of our specialists directly, or contact us online...we're just a click away for support!

### MARKETING SUPPORT

Access complimentary patient-facing literature, demo kits, staff training and POS materials to improve your practice.

Not in PracticePlus yet? Visit [www.Practice-Plus.net](http://www.Practice-Plus.net) or call 800-950-5367 to enroll.

*See reverse for details on how PracticePlus works!*



**Kodak Lens is a highly trusted brand.** Your patients recognize the Kodak name as one they can trust. Results from a progressive wearer study indicate that patients favor **Kodak** Lenses 2-to-1 over other lenses tested based on visual performance, brand name recognition and sensible pricing\*.

**Trust the brand your patients trust. Choose Kodak Lens.**

For more information on **Kodak** Lens, visit [SignetArmorlite.com](http://SignetArmorlite.com) or [KodakLens.com/pro](http://KodakLens.com/pro).

\* Based on a Progressive Wearer Study



## How PracticePlus Works:

### ENROLL

Enroll quickly and easily online at [www.practice-plus.net](http://www.practice-plus.net). Practice Owner may also submit enrollment via email to [PracticePlus@signetarmorlite.com](mailto:PracticePlus@signetarmorlite.com), or fax to 800-467-1242. Enrollment forms are available upon request by calling 800-950-5367. Each practice is encouraged to designate a Primary Contact during enrollment. The Primary Contact will be the administrator of the PracticePlus Account and our main contact for your location.

### REDEEM ONLINE

Upon enrollment, you will have access to your PracticePlus Account online. Log-in to your account with your user name and password to fill-in an electronic claim form as you collect your invoices.

On each form, simply fill-in the 20 proof-of-sale spaces with the following information:

- Wholesale lab providing the **Kodak** Progressive Lens
- Type of **Kodak** Progressive Lens dispensed
- Lab invoice number of the lenses purchased

You have the option to save the form as you go. Once you have completed the 20-space form, click the submit button. Your claim will be submitted for processing, and a new 20-space form will generate instantly.

A minimum of 20 pairs of **Kodak** Progressive Lenses must be purchased and redeemed within 60 days from the claim issue date in order to participate in PracticePlus.

Redeeming online allows you to keep track of your claim forms and your account activity. You'll also have access to your account information online, any time of day, including:

- **Dashboards**- view your claim status, redemption values and more all at a glance
- **Videos**- helpful information and demos are just a click away
- **Resources**- order complimentary patient materials and point-of-purchase displays

*Prefer to fax us instead?* You may fax your claim form directly to 1-800-467-1242. A new 20-space claim form will be faxed back to you.

Regardless of how you choose to submit, make sure to keep a printed copy of your claim form and copies of your lab invoices for validation.

### RECEIVE REBATE

You will receive a check at your place of business in six to eight weeks. All claim forms submitted from a practice and its representatives will be paid out to the practice or practice owner directly. Please remember this funding is income and, therefore, taxable.

**Complete easy-to-follow instructions, qualifications rules and verification procedures are available at [www.practice-plus.net](http://www.practice-plus.net), or upon request by calling 800-950-5367.**

**Remember...your rewards have no limit! The more qualifying Kodak Progressive Lenses dispensed and redeemed, the more funding you will receive. Ultimately, you decide how much you receive, and how you want to use your rewards. Funding can be put toward equipment, education, training or other programs that promote a strong practice. You're free to choose what best fits the needs of your practice.**