

# Introducing KODAK Lens Smiles

An Optical Growth Program for Independent ECPs



# What is KODAK Lens Smiles?



**KODAK Lens Smiles is a program designed for Independent ECPs to deliver a personal, professional, and memorable experience to patients buying KODAK Lenses.**



**Your practice can receive all the dispensing tools, training and support needed to succeed.**



**You could expect to see a 30% increase in optical sales.**



# Top 10 Reasons For You To Smile



## 10 ECP Benefits When Joining KODAK Lens Smiles

- 1 Trusted Brand for Patient Loyalty
- 2 Stress-Free Patient Experience
- 3 Patient Education for Higher ASP
- 4 Value-Packed Lens Solutions
- 5 Tools To Eliminate Pricing Anxiety

- 6 Rebate Dollars That Add Up
- 7 Maximize Insurance Margins
- 8 A Partner In Your Success
- 9 More Patient Referrals
- 10 Consistent Lab Service

# The Value of Smiles to Your Practice?



The KODAK Lens Smiles Estimated Total Value to Your Practice is:

**\$15,000**

When Unlocking The Full Suite of Benefits Available in These Key Areas.



Consulting  
Services



Patient Up-  
Selling Tools



ECP Training  
& Meetings



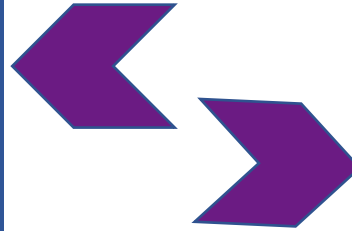
Branding &  
Patient  
Engagement

# The Full Suite of Benefits Reserved For You



## Consulting Services

- \* Managed Vision Care Consultation & Analysis
- \* Dispensing & Patient Discussion Guide



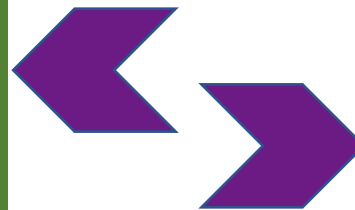
## ECP Training & Meetings

- \* Winning with KODAK Lens Product Training
- \* KODAK Lens Smiles Quarterly Meetings
- \* KODAK Lens Education Center, Total Blue Lens Blue Light Measuring Device & Vision Studio Training



## Patient Upselling Tools

- \* Total Blue Lens Blue Light Measuring Device
- \* KODAK Lens Vision Studio
- \* KODAK Lens Education Center
- \* KODAK Lens Pupilometer & Tool Kit
- \* Merchandise Materials & 2 Sample Lens Pairs



## Branding & Patient Engagement

- \* 1 Kodak Smile Instant Print Camera
- \* KODAK Lens Smiles Patient Gift Bags
- \* Listing on kodaklens.com ECP locator
- \* Custom Window Clings



PLUS



## PracticePlus® Membership

- \* \$5-\$10 Rebate on every KODAK Progressive Lens Pair Redeemed



# 3 Tiers for KODAK Lens Smiles



Ultra Tier

30

Incremental KODAK  
Progressives/month



Premier Tier

20

Incremental KODAK  
Progressives/month



Basic Tier

10

Incremental KODAK  
Progressives/month





# KODAK Lens Smiles – Program Overview



	Ultra	Premier	Basic
<a href="#">Kodak Smiles Digital Camera with 100 Photo Paper Sheets</a>	✓	✓	✓
<a href="#">Kodak Zink Photo Paper (Total Sheets)</a>	300	200	100
<a href="#">KODAK Lens Smiles Gift Bag (Total Quantities)</a>	360	240	120
<a href="#">PracticePlus® Rebates (Special Handle Status for Ultra Tier)</a>	✓	✓	✓
<a href="#">KODAK Lens Merchandise Materials + 2 KODAK Lens TLCs</a>	✓	✓	✓
<a href="#">KODAK Lens Product Training</a>	✓	✓	✓
<a href="#">Quarterly Meeting with KODAK Lens Brand Consultant</a>	✓	✓	
<a href="#">KODAK Lens Education Center with Training</a>	✓	✓	
<a href="#">KODAK Total Blue Lens Blue Light Measuring Device w/Training</a>	✓	✓	
<a href="#">KODAK Lens Consultation (Managed Vision Care &amp; Dispensing &amp; Patient Conversation Guide)</a>	✓	✓	
<a href="#">Practice Listed on ECP Locator</a>	✓	✓	
<a href="#">KODAK Lens Vision Studio w/Training</a>	✓		
<a href="#">KODAK Lens Tool Kit &amp; Pupilometer</a>	✓		
<a href="#">Custom Window Clings</a>	✓		

# Joining KODAK Smiles is Easy



1

## Commit to Ultra For The Greatest Benefit/Value

Commit to the Ultra Tier (an Average of 30 pair Incremental Growth of KODAK Progressive Lenses with AR per month) to Receive all KODAK Smiles Benefits

A Premier (20 Pair Average incremental Growth) or Basic (10 Pair Average Incremental Growth) is Also Available.



3

## Sign a 2-Year Agreement

Receive Kodak Smiles Instant Print Camera + Film  
Receive a Supply of KODAK Lens Smiles Patient Gift Bags  
Receive All Agreed Consulting, Training and Tools Based on Your Commitment Level



2

## Enroll & Participate in PracticePlus®

Start receiving \$5 - \$10 rebates on all KODAK Progressive Lenses redeemed.



4

## Schedule Your First Quarterly Meeting

Meetings Designed to Help Your Practice Succeed  
Review Your Practice's Incremental Pair Growth  
Offer Your Practice Additional Support & Training If Needed  
Ensure Your Practice Receives all Benefits Agreed To



Questions?



# KODAK Lens Smiles

Appendix







# Consulting Services Spotlight



## KODAK Lens Managed Vision Care Consultation & Analysis



Lens Designs	VSP*	EyeMed*	Versant: Davis® /Superior	VBA*	NVA*	UHC* Spectera	UPMC
KODAK Unique DRO® HD	N+CM	4 / A			T4 Premium		
KODAK Unique™ HD	O+CM	4 / A			T4 Premium		Tier 4
KODAK Unique DRO	O	3 / H			T3 Premium		
KODAK Unique™	O	3 / H	Ultra	D	T3 Premium	Premium	
KODAK Precise® Digital / Precise Short Digital	F	3 / H			T2 Standard		Tier 3
KODAK Concise® Digital	F	3 / H			T3 Premium		
KODAK Precise PB / Precise Short PB	J	2 / M	Premium	D	T2 Standard		
KODAK Precise / Precise Short	J	1 / D	Premium	B	T2 Standard	Deluxe	Tier 2
KODAK Concise	K	1		B	T1 Standard		Tier 2

Consultation Service will include a Managed Vision Care Calculator

## KODAK Lens Dispensing & Patient Discussion Guide



PRESENTING PREMIUM/VALUE PROGRESSIVE OPTIONS TO PATIENTS

TRADITIONAL PROGRESSIVE LENS

FLAT-TOP TO PROGRESSIVE CONVERSION TIPS

1. I just want what my insurance covers

2. Give me the cheapest option

3. What am I paying for?

Managed Care

1. Present Facts

2. Discuss Outdated Technology

### KODAK Progressive Dispensing Tips

KODAK Lens

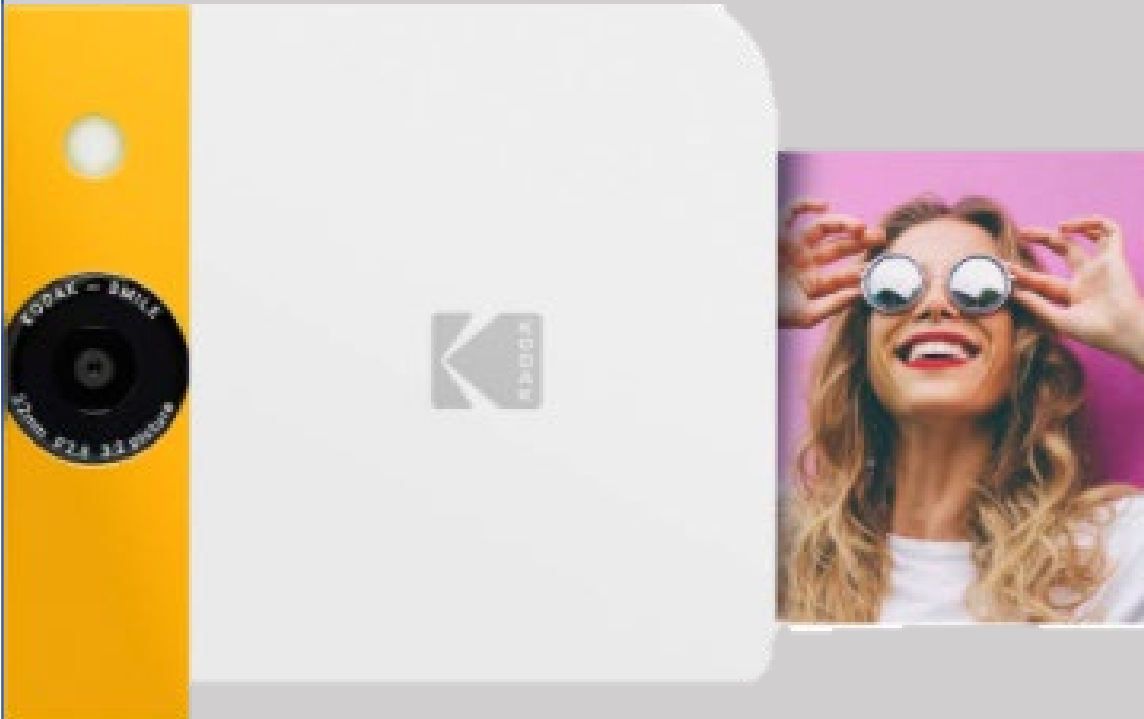
Includes our KODAK Progressive Dispensing Tips



# Branding/Patient Engagement Spotlight



## Kodak Smiles Instant Print Camera & Film



One Camera, with Film, Will Be Delivered to Each KODAK Lens Smiles Practice.



Photograph your patients wearing their new KODAK Lenses with the Kodak Smiles Instant Print Camera included in Kodak Lens Smiles.

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# Branding/Patient Engagement Spotlight



## KODAK Lens Smiles Patient Gift Bags



KODAK Smiles Practices will receive monthly allotment of gift bags with quantities based on their tier commitment. Practices then hand out to new KODAK Lens patients when picking up their glasses.



The reusable grocery bag is filled with a KODAK Lens Frisbee, KODAK Lens Authenticity Card and KODAK Lens Cleaning Kit.

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# Branding/Patient Engagement Spotlight



## Custom Window Clings

U



Example of custom Window Clings that are available to your practice as an Ultra Tier practice in the KODAK Lens Smiles Program.



Samples of some of our most popular window clings that can be customized to your practice.

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# Branding/Patient Engagement Spotlight



## Listing on ECP Locator



Attract new patients by getting listed, and being seen, on our consumer website [www.kodaklens.com](http://www.kodaklens.com).



Zip Code Search Delivers ECP Locations Down to a 10-Mile Radius.

KODAK Lens Smiles Locations will be in The First Results Shown

KODAK Lens Smiles Locations Will Also Have the Smiles Logo For More Attention.

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# Patient Up-Selling Spotlight



## KODAK Lens Patient Education Center with Training



Demonstrates to Patients:

- Progressive vs. Bifocal
- AR vs No AR
- Blue Light Protection vs. No Protection
- Transitions Gray & Brown
- High Index vs. Basic Plastic
- Polarized Gray & Brown

Our KODAK Lens Education Center demonstrates to patients the benefits of upgrading to a premium lens solution.



Watch our video for ways the KODAK Len Patient Education Center can increase ASP.

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# Patient Up-Selling Spotlight



## KODAK Total Blue Lens Blue Light Measuring Unit with Training



The KODAK Total Blue Lens Blue Light Measuring Device is a patient upselling tool that measures, compares, and displays UV and Blue Light Filtration for your patients. (Android tablet is included).



Watch the video to see how the KODAK Total Blue Lens Blue Light Measuring Device in action.

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# Patient Up-Selling Spotlight



## KODAK Lens Vision Studio App with Training

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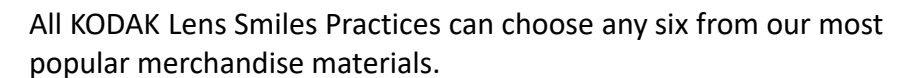
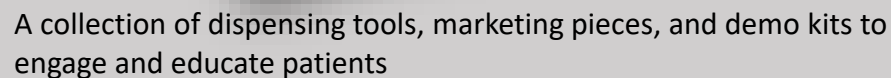
**Coming December 2021**



The KODAK Lens Vision Studio is a multi-function dispensing app that engages patients through frame comparisons, lifestyle questions, demonstrations, and patient measurements. It can help your patient make informed decisions regarding their eye health.

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**B**



# Patient Up-Selling Spotlight



## KODAK Lens Pupilometer

U



## KODAK Lens Tool Kit

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# ECP Training & Meetings Spotlight



## Winning With KODAK Len Product Training





**KODAK Lens**  
See the Colors of Life®

**“Winning with KODAK Lens”**

Learn about the KODAK Lens technology, lens portfolio, KODAK Progressive Lenses on Managed Vision Care, effective sales strategies, marketing & dispensing materials and PracticePlus® rebates.

### KODAK Progressive Lenses


LENS DESIGN	Design Type	Minimum Fitting Heights (mm)	Material Options	Technology			Point-of-Wear (POW)
				VFD™	i-Sync®	DRO®	
KODAK Unique							
KODAK Unique							
KODAK Unique							
KODAK Unique							
KODAK Precise							
KODAK Precise							
KODAK Precise							
KODAK Concise							

Design Type: FBS = F

### PracticePlus Rebate Program


\$10/pair for every KODAK

20 pairs in 60 days =



### KODAK Progressives on Managed Care

Lens Designs	VSP®	EyeMed®	Versant: Davis® / Superior	VBA®	NVA®	UHC® Spectera	UPMC
KODAK Unique DRO® HD	N+CM	4 / A			T4 Premium		
KODAK Unique™ HD	O+CM	4 / A			T4 Premium		Tier 4
KODAK Unique DRO	O	3 / H			T3 Premium		
KODAK Unique™	O	3 / H	Ultra	D	T3 Premium	Premium	
KODAK Precise® Digital / Precise Short Digital	F	3 / H			T2 Standard		Tier 3
KODAK Concise® Digital	F	3 / H			T3 Premium		
KODAK Precise PB / Precise Short PB	J	2 / M	Premium	D	T2 Standard		
KODAK Precise / Precise Short	J	1 / D	Premium	B	T2 Standard	Deluxe	Tier 2
KODAK Concise	K	1		B	T1 Standard		Tier 2

 **KODAK Lens**





# ECP Training & Meetings Spotlight



## KODAK Lens Smiles Quarterly Meetings



Track Quarterly Incremental Pair Growth

Offer ECPs Additional Support & Training

Ensure ECPs Receive Deliverables

Review ECP Progress to Move Into New Tiers

### KODAK LENS SMILES IMPLEMENTATION SCORECARD

Practice Name: \_\_\_\_\_

Address: \_\_\_\_\_

Brand Consultant: \_\_\_\_\_

Agreement Date: \_\_\_\_\_

REVIEW MONTHS	MEETING DATE	SMILES TIER	QUARTERLY BASELINE	PAIRS REDEEMED	INCREMENTAL PAIRS	NOTES
Y1 Q1						
Y1 Q2						
Y1 Q3						
Y1 Q4						
Y2 Q1						
Y2 Q2						
Y2 Q3						
Y2 Q4						

KODAK Lens Smiles Deliverables	Received
Kodak Smiles Digital Camera with 100 Photo Paper Sheets	

	ULTRA	PREMIER	BASIC
Kodak Zink Photo Paper	300	200	100
KODAK Smiles Gift Bags	360	240	120

Kodak Zink Photo Paper Reorders	Qty Ordered
Q1	
Q2	
Q3	
Q4	

KODAK Smiles Gift Bags	Qty Ordered
Q1	
Q2	
Q3	
Q4	

### KODAK LENS SMILES DELIVERABLES- Check mark received deliverables

ULTRA													
PREMIER													
BASIC													
2 TLCS	KODAK Lens Product Training	KODAK Lens Dispensing Tools	KODAK Lens Dispensing Guide	Listing on the ECP Locator	KODAK Lens Education Center	MVC Consultation	Blue Light Measuring Unit	Blue Light Measuring Unit Training	KODAK Lens Vision Studio	Vision Studio Training	KODAK Lens Tool Kit	KODAK Lens Pupilometer	Custom Window Clings

The KODAK Lens Smiles Implementation Scorecard is the centerpiece of your quarterly meeting . With this, your KODAK Lens Brand Consultant can make sure your practice is receiving all the benefits associated with your tier commitment while helping you keep track of your incremental pair growth. It's just one example of our partnership for your success.

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# PracticePlus® Rebate Spotlight



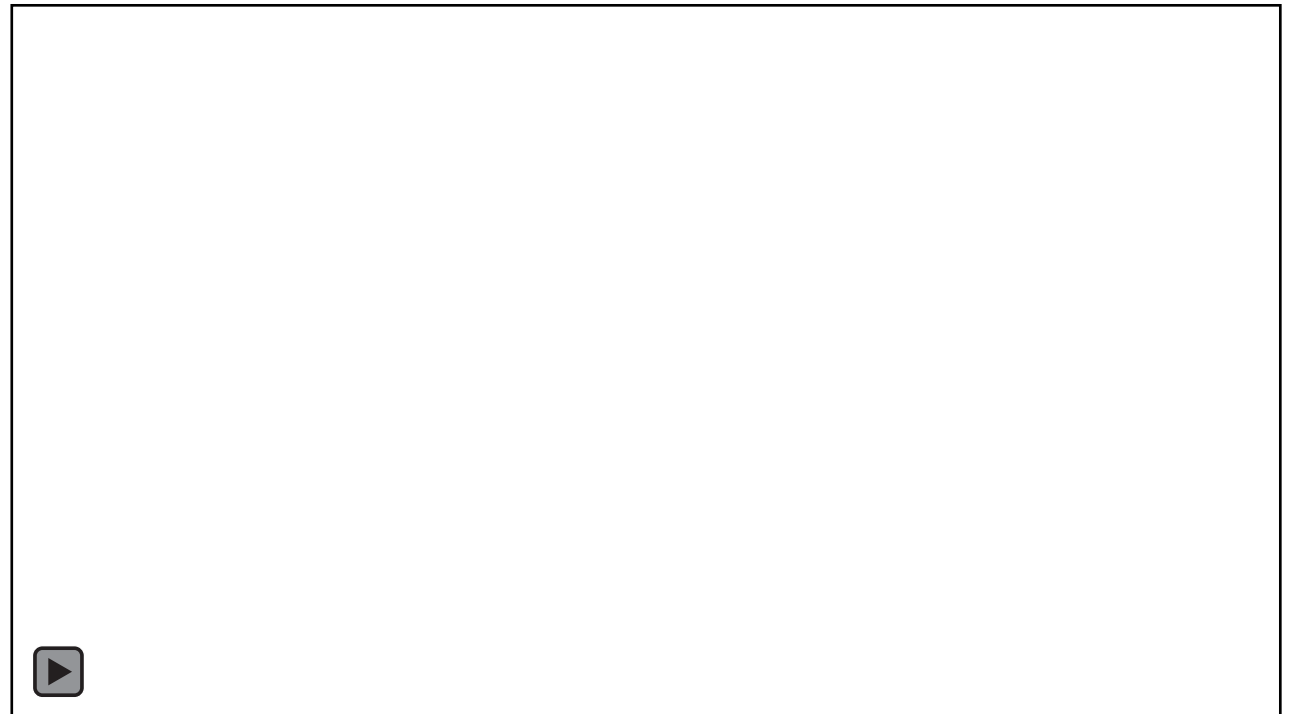
## PracticePlus Rebates



\$5-\$10/pair for every  
KODAK Progressive

Monthly Checks Paid  
By Signet Armorlite

Extra Promotions  
Throughout The Year



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