



# THE COMPLETE PRACTICE SOLUTION

## WHAT OTHERS ARE SAYING

### LUMA SCHEDULER

**“My staff has found the Scheduler feature to be fantastic.”**

STUART SPIND, OD — Baltimore, MD

“My staff has found the Scheduler feature to be fantastic. They are able to slot certain playlists into a schedule depending on the patients that are coming in that day. It is so easy to use and very intuitive. My patients really enjoy watching the presentations while they are waiting for their consultation.”

“Using the Exam Advisor feature while I am consulting with patients has made the explanation of their diagnosis much easier and more thorough, and they walk away more knowledgeable about their condition and treatment options. The presentations leave a lasting impression with the patient that supports my recommendations.”

### EXAM ADVISOR

**“They walk away more knowledgeable.”**

MICHAEL GOLDSMID, OD — San Diego, CA

### VISUALIZE DISEASE

**“Allows the patient to visualize their disease.”**

LAWRENCE H. BLOOM, MD — Philadelphia, PA

“I think that the Eyemaginations system is the best investment that I have made for my practice. The company is very responsive to my needs and they are constantly improving the software, with LUMA as an example. The greatest benefit of LUMA is the ability to allow the patient to visualize the exact problem and help them understand their disease. It saves me chair time for the explanation while allowing me to reallocate that time to answer their now more educated concerns. The patients feel more comfortable with what we are doing and the relatives that may accompany them also get to understand what we are trying to accomplish. It’s the Eyemaginations innovation that will allow my practice to more easily adapt to the “best practice” models that we need to incorporate for the future.”

“There’s no easier way to explain things to patients... our premium progressive sales have gone up tremendously. The amount of Transitions® lens sales have gone up. The amount of second-pair polarized lens sales are up. Patients understand what we are talking about when they see it.”

### PATIENT UNDERSTANDING

**“There’s no easier way to explain.”**

HARRY LANDSAW, OD — Tavernier, FL



**EYEMAGINATIONS**

info@eyemaginations.com • 877.321.5481 • www.eyemaginations.com  
600 Washington Avenue, Suite 100, Baltimore, MD 21204



## PREMIUM SALES

**“We have increased our conversion from standard IOLs to premium IOLs.”**

RICHARD LEVIN, OD — Perry Hall, MD

“We have been able to fully educate the patient in a simple, expeditious way. Not only are the patients more compliant and educated, but we have increased our optical sales (Izon) and our conversion from standard IOLs to premium IOLs.”

“Improved understanding is a key element in converting cataract patients to premium IOL precedence. Since using the iPad and LUMA educational videos, I have seen a double-digit increase in my conversion rates from monofocal IOLs to premium implant surgery.”

## IPAD OPTIONS

**“I have seen a double-digit increase in my conversion rates.”**

NEIL F. MARTIN, MD — Chevy Chase, MD

## WEB PRESENCE

**“Our website stay rate increased from 31 seconds to over 2 minutes.”**

IVAN BANK, OD — Dallas, TX

“Eyemaginations Online has been a tremendously successful addition to our website. Using Google metrics, our website stay rate increased from 31 seconds to over 2 minutes after implementing Eyemaginations Online. It is an impressive product that provides consistent messaging with our in-office product, LUMA, and one that we will continue to utilize on our website.”

“The Optical Advisor adds a visual dimension to clinicians’ verbal explanations of clinical terms and concepts. If they understand what they are buying, I think they are much more apt to go for it. When you can visually show them on the screen what is going to be seen once you introduce a specific optical principle, anti-reflecting coating or polarization, you can show the patient what they should benefit from.”

## OPTICAL ADVISOR

**“Adds a visual dimension to clinicians’ verbal explanations.”**

JOHN DOANE, MD — Kansas City, MO

**READY TO SET YOURSELF APART?** Give one of our account executives a call at **877.321.5481** or email us at **info@eyemaginations.com** to schedule a live demonstration. Be sure to ask about our special discount programs.

