

# Dedicated to your success.

Practice solutions from ZEISS



## Practice-building solutions for the health of your practice and your patients

At ZEISS, we understand that building a successful optometric practice is a long-term commitment that requires resources, time and a clear vision of what you are working to achieve. That's why we design products to help medical professionals deliver uncompromising care, and we support you with best-practice resources that help you succeed. You can count on ZEISS to help you provide the exceptional vision care your patients deserve.



Patient Education



Marketing Solutions



Online Access



# Grow your practice with ZEISS CLARUS 500

CLARUS™ 500 from ZEISS is the only fundus imaging system that combines True Color and clarity within an ultra-wide field of view, enabling clinicians to manage patients with confidence.

Empower your practice with ZEISS CLARUS 500. Take advantage of comprehensive practice support resources that make it simple to educate patients about ultra-widefield fundus imaging while growing your practice.



## Patient Education

Educate patients about important eye-health issues with patient-friendly, easy-to-read materials like brochures and posters.

- Tri-fold brochure
- Wall poster
- Patient consent form



## Marketing Solutions

Take advantage of marketing support tools that help staff consult patients to get the ultra-widefield fundus exam as part of their routine eye care.

- Preparatory script
- Roll-up banners and brochure holders
- FAQ Reimbursement Guides, and more



## Online Access

The ZEISS Optometric Gateway, an online portal, provides practices with instant access to educational content and resources to help grow and distinguish their practices.

- Peer-to-peer educational videos
- News articles and white papers
- Practice marketing templates

[www.zeiss.com/us/gateway-uwf](http://www.zeiss.com/us/gateway-uwf)

