

PracticePlus[®] Overview

What is PracticePlus?

PracticePlus is a product-support program for independent vision care practices. The program provides \$10 for every pair of KODAK Progressive Lenses dispensed and redeemed, along with other tools like staff training and POS materials to help build your practice.

PracticePlus differs from co-op programs because the use of the funds is left to your discretion. You may choose to have it paid directly to your dispensers as a trouble-free rewards program or, if you have the funds paid to the business, you might use it for a newsletter, your website, advertising, bonus programs, employee parties, travel to Vision Expo, or even to purchase new equipment. The important thing is YOU decide what is best for your office.



How much could your practice receive?

One KODAK Progressive sale a day will yield \$2500 a year (based on 250 workdays). Ultimately, you decide how much you receive. The more you purchase and redeem, the more funding you will receive to build your practice.

Solid practice-building support, plus products that satisfy patient needs

For more than 66 years, Signet Armorlite has been a leader in quality and innovation in the optical industry. We offer performance lens designs, premium and innovative lens materials, and continually develop technologies to provide the best vision solutions for your patients.

You can recommend KODAK Lenses with confidence knowing that you are dispensing a quality product combined with a brand name that patients know and trust.



PracticePlus[®]

www.practice-plus.net
800-950-5367

TRUSTED PERFORMANCE + SMART PRICE

In a wearer study comparing KODAK Progressive Lenses with competitive options, KODAK Lenses were preferred **56%** more when patients considered the performance, brand and price of the lenses.*

*Wearer Study conducted at the University of Arkansas



Trust the brand your patients trust. Choose **KODAK** Lenses.

Online marketing materials

Visit www.SALitOnline.com:

- Create an account
- Order complimentary patient materials
- Download product information
- Customize recall cards and Rx pads to help you prescribe KODAK Lenses

Reliability. Performance. Trust.

How does PracticePlus work?

Upon enrollment, you will receive your first PracticePlus Claim Form with space for 20 pairs of KODAK Progressive Lens sales. This form will pay \$200 when redeemed. You will automatically receive a new 20-space claim form every time you submit a completed form. Every claim form is valid for 60 days from date of issue and has a unique control number. Copied forms with a duplicate control number are invalid.

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

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



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Three easy ways to redeem

- 1) **Online** - Enroll online at www.practice-plus.net. An electronic claim form will be available once all your information has been confirmed. Then, simply log-in with your user name and password and fill-in the form as you collect your invoices. Once you have completed the 20-space form, print a copy, click the submit button and you will receive a new blank form within a couple of hours. Online redeeming allows you to keep track of your claim forms and your account activity.
- 2) **Fax** - You may also fax your claim form directly to 1-800-467-1242. A new 20-space claim form will be automatically faxed back to you.
- 3) **Mail** - Mail your forms to the address below and you will automatically receive a new 20-space claim form by fax.

Signet Armorlite/PracticePlus

5803 Newton Drive, Suite A
Carlsbad, CA 92008

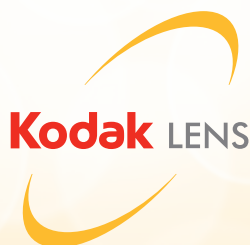
Regardless of how you choose to submit, make sure to keep a printed copy of your claim form and copies of your lab invoices for validation. Once you receive the corresponding check, you may dispose of them.

You will receive a check at your place of business in six to eight weeks. Please remember this funding is income and, therefore, taxable.

Complete easy-to-follow instructions, qualification rules, and verification procedures are included with each PracticePlus Claim Form and available at www.practice-plus.net.

Options for busy practices

- A) If your practice dispenses over 30 pairs of KODAK Progressive Lenses a month, we can do the redemption work for you. Call 800-950-5367 for details.
- B) If you prefer to mail your invoices but don't want to take time away from your patients, ask for prepaid envelopes to assemble your completed claim form and invoices to put with your outgoing mail.



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Carlsbad, CA 92008

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