

### Pre-Implementation



Welcome Introduction Call



Join the Portal / Virtual Training



Implementation Box Received



Identify Candidates Pre-Launch

### Implementation



Formal On-Site Training for Doctors and Staff



On-Site Shadowing of neuroLens follow up patient



On-Site Training on Marketing Tools and neuroLens ordering



On-Site Practice Goal Building

### Post-Implementation



Introduction to account management



neuroLens system implementation analysis



Ongoing account management, customer support and R&D expertise



Ongoing customer feedback / survey results

## **Welcome/Intro Call**

- Confirm implementation day
- Walk through high level implementation roadmap and next steps.

## **neurolens Portal:**

- Access to virtual training suite through neurolens portal.
- Access to all neurolens providers through connect button (start a conversation, ask questions, etc).
- Access to neurolens Library that includes patient education tools, practice marketing tools (images/logos website videos, loyalty reward program, eblast templates etc.) and clinical data.

## **Implementation Box**

- Marketing materials (Signs, Branded Optician Mats, Consumer Brochures etc.)
- Patient Education Tools (Lifestyle Indexes, neurolens product details, trigeminal nerve graphic)
- Practice Tools (Training manuals, product details, pricing sheets, neurolens dispensing guide, lab policy)
- neurolens Measurement Device Quick Start Guide
- Contact Sheet
- neurolens trial frames (2 sets of 3 flippers)

## **Implementation Day**

- **3 hours of in depth on-site training:**
- Training on how to incorporate neurolens into practice flow through role playing
- Shadowing of pre-identified neurolens follow-up patients
- **On-site training on marketing tools and neurolens ordering portal:**
- Schedule meeting with neurolens VP of Marketing to develop neurolens marketing plan
- Placing a neurolens order
- **On-site practice goal building:**
- Lifestyle Index goal – average comprehensive exams per month
- neurolens candidacy goal – practice specific (around 56% of lifestyle index goal)
- measurement goal – practice specific (around 56%-100% of lifestyle index goal)
- neurolens recommendation goal – practice specific (100% of neurolens candidacy goal)
- neurolens Rx goal – practice specific (around 10% of lifestyle index goal)

## **Post Implementation & Ongoing Support**

- **Customer Support/Management :**
- Analysis of Results (Funnels) at 2, 4, and 8 weeks post implementation
- Financial Impact Analysis on Practice
- Access to Key OD experts
- **R&D Expertise & Support for office:**
- Measurement data
- Measurement images
- Patient measurement analysis
- **Customer Feedback / Surveys (send out to Patients for feedback)**
- **Field support as needed**
- **On-going marketing and consumer materials for Loyalty Program members**