



CooperVision®

Eye Care Practice Survival Guide

Part 1

April 2020

www.coopervision.ca

To All Canadian Eye Care Professionals: ..what now?

These are truly unprecedented times that bring multiple challenges to both independent business owners and retail chains alike. The impact of COVID-19 pandemic in Canada changes daily and therefore so does the direction of every eye care practice. We understand that the “new normal” as we see it today may very well be a completely different situation as we recover and go back to business.

At CooperVision, we have always valued partnership and innovation. We are dedicated to applying those values even more now, to help Canadian ECPs through these difficult times. Our internal and external field teams are reaching out to you, our customers, and listening to hear how we can support you and your business.

While we are busy creating resources, tools and business strategies to help all eye care professionals in Canada, let's also start a support network. We are in this together! We will come out of this together. Please help us start a trend of support and unity by using the hashtag “#CAeyecarestrong”.

From all of us at CooperVision Canada, we hope this guide will assist you during this challenging time. We're here to help.



...what now?

Harvard Business Review has studied the strategies of more than 5000 companies across recessions and downturns. They identified the common actions which successfully drove continued growth despite prevailing economic headwinds. (<https://hbr.org/2019/04/companies-need-to-prepare-for-the-next-economic-downturn>)

1

Act early

For most businesses there was no foresight into this crisis, however acting fast now will be the difference in businesses that thrive versus just survive or worse, falter.

2

Take a long-term perspective

Eyecare business will be changed forever in many ways. For true entrepreneurs, moving in innovative and competitive directions will be the key to navigating new opportunity. Think out of the box and keep an eye on the future.

3

Don't give up on growth initiatives

Cutting expenses is a necessary evil in times like these. Many businesses panic and start cutting everything they can. However, HBR discovered that those companies which achieved double-digit returns during downturns, and upon recovery, balanced their cost-cutting with revenue growth initiatives like marketing and outreach.

So, what now for an eye care business? The goal of this e-book is to give you actionable checklists and resource links to help you through this challenging time.

Here are 7 topics we will cover in Part 1 of this e-book:

- Closed for regular eye care...what now?
- Government, provincial & industry resources available...what now?
- Staff...what now?
- Patient communications...what now?
- Tele-eyecare options...what now?
- E-commerce options...what now?
- Take advantage of downtime...what now?

Disclaimer: The information contained in this guide are suggestions only. Always seek HR, Accounting or Legal advice from licensed professionals.

Closed for regular eye care ...what now?

Closing down an office is never easy. Ensure the following tasks are completed so patients are aware of the closure and services still available.

- Send an email blast to all patients communicating current services including contact lens home delivery and emergency eye care.
- Place a sign on the door regarding the closure and how to contact the office. (See template here: <https://www.cfib-fcei.ca/en/small-business-resources-dealing-covid-19#templates>)
- Have your marketing agency design and install a “pop up” on the company website letting patients know of closure as well as how to reach the office. Disable appointment booking along with a message to call in. Give patients easy access to reach you through the website or email. Stop any automated recall software for the time being.
- Place a sign on the door for patients coming in for emergency services to ensure they are aware of health concerns, COVID-19 symptoms, recent travel, etc. (See template here: <https://www.cfib-fcei.ca/en/small-business-resources-dealing-covid-19#templates>)
- Build a spreadsheet and track cancelled appointments, rescheduled appointments and ones that require follow up once the office is open.
- Request mail hold or mail forwarding to your home from Canada Post (free of charge). www.canadapost.ca
- Create social media posts announcing closure and current services such as emergency eye care, contact lens online ordering and free shipping of contact lenses, eye drops and replacement eyewear.
- Sterilize the office including all of the frames. Have the carpets cleaned, and if staff are still working, have them start a full spring-cleaning initiative.
- Change your on-hold messaging and voicemail to reflect the closure as well as how to contact you for emergency services or information.
- Ensure your workplace ready for business during Covid-19. <https://www.who.int/docs/default-source/coronaviruse/getting-workplace-ready-for-covid-19.pdf>
- Change office hours on the door, website, Google My Business and Facebook.



Government, provincial & industry resources available ...what now?

The Canadian government has been hard at work putting together assistance for individuals and businesses. To find out more, here is a list of government, business, association, and industry links.

- Full list of government assistance programs:**
<https://www.canada.ca/en/department-finance/economic-response-plan.html#businesses> (updated daily)
- 75% wage subsidy for employees:**
<https://www.canada.ca/en/department-finance/news/2020/04/the-canada-emergency-wage-subsidy.html>
- Employee Layoff Assistance:**
<https://www.canada.ca/en/employment-social-development/services/my-account.html>
- Government funded interest free loans:**
 A loan of up to \$40,000 per business. Repaying the balance of the loan on or before December 31, 2022 will result in loan forgiveness of 25 percent (up to \$10,000). Apply at your current financial institution.
- Financial assistance per province:**
<https://www.cfb-fcei.ca/sites/default/files/2020-04/Financial%20Assistance%20by%20Province.pdf>
- Tax deferrals per province for individuals and businesses:**
<https://www.cfb-fcei.ca/sites/default/files/2020-04/Tax%20deferrals%20by%20Province.pdf>
- Resources for Canadian businesses:**
<https://businesslink.ca/covid-19/>
- Chamber of Commerce pandemic preparedness/ business preparation guide:**
<http://www.chamber.ca/resources/pandemic-preparedness/BusinessPrepGuidePanPrep2020>
- The government announced an expansion to the CSJP wage subsidies to employers to create job opportunities for people age 15-20 specifically students & interns entering the workforce or looking for summer employment.**
 Under the temporary changes to the program, the federal government will subsidize up to 100% of the provincial or territorial minimum hourly wage for each employee up from the previous limit of 50%. <https://www.canada.ca/en/employment-social-development/services/funding/canada-summer-jobs.html>
- Canadian Association of Optometrists Resource Page:**
<https://opto.ca/news/coronavirus-covid-19-in-canada>
- Opticians Association of Canada Resource Page:**
<https://opticians.ca/company/roster/companyRosterDetails.html?companyId=28793&companyRosterId=63&nav=sidebar>
- Supplier partners:**
 Many industry suppliers are offering everything from free shipping to deferred payment plans. Reach out directly to your representatives for more information.
- Office bills:**
 There are so many...think rent, lease, phone, credit card charges, utilities, software, cleaning/ janitorial. Reach out to see what options they are offering companies during this time.

Staff ...what now?

For eye care practices, this might be the first time you have had to consider having employees work from home or worse yet...laying off your entire workforce.

If your employees are still working:

- Communicate – staying connected with phone, text, email or communication platforms like Slack, What's App, Facetime or Skype. Have team meetings using Zoom, Google Hangouts or Microsoft Teams.
- If working from home, give clear direction and expectations on tasks to be completed. Be compassionate for those that have small children and will be trying to manage work and childcare together.
- If you have employees calling to reschedule patients, offer to cover their cell phone bill for the month. Ensure your employees have what they need to complete the tasks at hand, such as a laptop, access to work email from home, login information for social channels, email platforms and voicemail.
- As the leader, display positivity, optimism and hope. Your team will need it more now than they ever have. They will be worried about their jobs, the company and their future. Being at home makes them feel disconnected and vulnerable.

If your employees are coming into the office:

Occupational Health and Safety requires employers to provide a safe workplace for their employees. At a time like this, many employees may be scared to be on the frontline looking after patients. (http://www.health.gov.on.ca/en/pro/programs/publichealth/coronavirus/docs/2019_occupational_health_safety_guidance.pdf) It is important to put as many safety measures in place at the office as possible, such as:

- Post signs throughout the office on handwashing and good hygiene
- Ensure employees are aware of symptoms and risk of the virus; permit employees to work from home if not feeling well
- Posting signs on health and safety measures for patients to follow
- Provide PPE (personal protective equipment) as indicated (http://www.health.gov.on.ca/en/pro/programs/publichealth/coronavirus/docs/2019_occupational_health_safety_guidance.pdf)
- Detail a thorough office sterilization protocol and process after each patient

Set a new list of tasks to complete which you would not normally have time for. Examples include: inventory counts, returns, cleaning and organizing, budgets, etc.

This is a stressful time for employees. If an employee does not want to come to the office, understand your options (consult an HR lawyer if needed).

Keeping in touch with patients ...what now?

Patient communications during the closure of your office will be extremely important. Not only will it keep patients aware of the services you are currently offering but also keep your practice top of mind when this is over and they are looking for eye care and eyewear services.

- Build an email schedule and content. This is one of those times where more communication is better than less. Patients will not see multiple communications as spam, but rather a welcome update from a trusted provider. Plan an email for each stage of the closure such as extended closure dates, reminder of services available and possible reopen date.
- Define emergency services, who to contact for emergency consultation as well as hours of operation.
- Develop a “welcome” email for emergency patients who will be coming to the office detailing symptoms, personal hygiene, office sterilization and patient exam protocol and how the team will interact with the patient upon arrival and during exam.
- Your office has likely already been rescheduling patients for a few months down the road. Keep staff busy by trying to book appointments throughout the summer and fall.
- Make it super easy for patients to connect with your office. Provide email addresses, cell phone numbers, where to text, submission forms on website, chat bot on website and voicemail.
- Develop a social media strategy that communicates updates, services and new initiatives. (i.e.: e-commerce or tele-eyecare)
- Have your staff call every contact lens and dry eye patient and offer to ship a 3 – 12-month supply.
- Offer your patients the option to chat via Zoom, Facetime, Google Hangouts, or other video call options.



Tele-medicine options ...what now?

This information below is directly copied (with permission) from the CAO website.

Federation of the Optometric Regulatory and Licensing Bodies in Canada (FORAC) defines tele-optometry as:

... the provision of vision and eye health services that are delivered within the scope of practice of optometry using electronic health information, medical and communication technologies, and where the provider and patient are separated by remote distance.

~ <https://opto.ca/teleoptometry-during-covid-19-a-guide>

During the current pandemic and as of March 31, 2020, none of the provincial or territorial health authorities, except for Prince Edward Island, has restricted tele-optometry for non-urgent vision care. At the same time, few colleges have published tele-optometry-specific guidelines. For those that have, the basic principles are similar. It is CAO's view that in the absence of provincial guidelines, the principles of FORAC's Policy on Tele-optometry apply:

In order for Optometrists in Canada to engage in the practice of tele-optometry:

- Optometrists must be registered, practice within the scope of practice, and maintain appropriate professional liability insurance in the province or territory where patients are located;
- Optometrists must comply with all privacy regulations within their province or territory and the province or territory of the patient;
- Optometrists must establish an appropriate practitioner-patient relationship before any care or recommendation is provided to the patient;
- Optometrists must adhere to all ethical and legal requirements to obtain valid informed consent and to protect the privacy and confidentiality of patient information;
- Optometrists must ensure that their identity and location is known to the patient and the identity and location of the patient is confirmed at each consultation;
- Optometrists must provide the same level of care and observe the same responsibilities as provided in direct patient care;
- Optometrists must fulfil the same obligations for patient follow up in tele-optometry as in direct patient care;
- Optometrists must maintain proper clinical records for all patients to whom care is delivered through the practice of tele-optometry;
- Optometrists must ensure that all digital health information that is collected is appropriately stored and protected;
- Optometrists must comply with relevant legislation and regulatory policies concerning conflict of interest, advertising and communication with the public, as well as the sale of goods and services, and expectations of ongoing competence, including as it applies to current and evolving technologies used in tele-optometry.

If you are transitioning your practice to tele-optometry, it's recommended that you consider Cyber Security & Privacy Liability coverage. More information can be found at www.cao.bmsgroup.com or by contacting BMS.

Tele-Optometry during Covid-19 a guide:

<https://opto.ca/teleoptometry-during-covid-19-a-guide>

Tele-Optometry platforms, Apps or software currently available to use in Canada:



Care1
care1.ca



Eyecare Live
eyecarelive.com



Doxy.me
doxy.me



Livecare
livecare.ca



Visibly
govisibly.com

Patient consent template:

https://opto.ca/sites/default/files/resources/documents/covid-19_telehealth_consent_form.pdf

Patient consent letter:

https://opto.ca/sites/default/files/resources/documents/patient_consent_to_use_of_telehealth-hipaa-consent031720.pdf



Getting set up to sell online ...what now?

Closure of our practices happened fast and there is no firm end date at the time of writing this guide. It could be weeks or even months until we are back to what will be a different and new normal. If you have been considering setting up an e-store, this might be the exact situation you need to make it happen.

There are a few different options. You can set up an e-store that just sells contact lenses, eye drops, dry eye therapies and sunglasses or you can set up a full e-commerce option that also sells eyewear.

Here is a webinar from SECO University on many e-commerce options available (<https://secouniversity.com/why-you-need-an-online-e-store/>)

as well as a downloadable e-book from Marketing4ecps (https://marketing4ecps.com/wp-content/uploads/2020/03/Marketing4ECPs_E-CommerceOptions_Booklet-1-min.pdf)

For Contact Lenses, Eye Drops, etc.

Get Sightly: <http://getsightly.com/>

Shopify: <https://www.shopify.ca/>

For Eyewear (some include Contact Lenses, Eye Drops, etc.)

Optify: <https://optifyonline.com/>

LiveOptical: <https://liveoptical.com/>

Fittingbox: <https://www.fittingbox.com/en/>

All of the above options can be integrated seamlessly into your current practice website. There are several ways to drive traffic to your e-store once it is up and running.

- Email your current patient database
- Sign up all new and existing patients with an account
- Social posts and social ads on Facebook, Instagram & Twitter
- Add pop up and banner advertising on website
- Digital advertising such as Google AdWords & Google Display ads that capture patients searching for products in your geography
- YouTube ads & videos
- Referrals

While many analysts have said e-commerce cannot replace all lost foot traffic (especially if consumers hit by curtailed or lost incomes have less money for shopping), it's also true that in the wake of the coronavirus, over 46% of consumers are more likely to buy clothing & accessories online, and nearly 65% are more likely to head to the internet to buy personal care & health care products, according to recent data from Red Points. (<https://www.adweek.com/brand-marketing/what-can-brands-do-if-the-coronavirus-crisis-drags-on-for-months/>).

Taking advantage of downtime ...what now?

While it may be forced downtime, see it as an opportunity to do all the things on your “to do list” that you think about, but never have time for.

Frame inventory.

Reorganize and remerchandise. Get old stock ready for a massive clear out sale upon opening. Package up and ship all returns. Go back through return invoices and ensure credit has been received. Book a virtual sales meeting with your favorite frame rep and do some virtual exchanges and buy some updated product.

Spring cleaning.

It is spring after all! Set about cleaning, purging, organizing, disinfecting and polishing every room in your office. Check out this cleaning checklist on Pinterest: <https://www.pinterest.ca/pin/93942342211085228/>

Accounts receivable.

It is a perfect time to review all outstanding invoices, insurance submissions and patient billing.

Full practice inventory count.

Your accountants will love you!

Contact lens inventory.

This is a great time to go through contact lens inventories and replace missing powers, check for expired product and clean up any returns. It's also an opportunity to organize contact lens trials, order missing powers and discard expired trials.

Review business processes.

Meet with the team and discuss workflow, patient flow, bottlenecks and time-consuming tasks that cause inefficiencies. Brainstorm solutions and develop new strategies.

Staff training.

Build a list of 10 staff trainings you have thought about doing and execute one every week for the next 10 weeks. Here are 5 ideas:

- Increasing Annual Contact Lens Supply Sales
- Dry Eye & Contact Lens Drop Out – How we can alleviate dry eye
- MiSight® Contact Lenses for Myopia Control
- Digital Eye Strain & How to Recommend Products
- How to Answer the Phone – Basic Telephone Etiquette



10 things CooperVision is doing to help practices now and in the future

...what now?

We've listened. We're here to help. We're acting fast to help eye care professionals with resources, assistance, tools and discounts that make tough times a little easier.

01 Continued manufacturing and shipping.

We are still in production, with full supply. Contact lenses are a medical device, and we understand their importance to your patients in their daily lives.

02 Extended payment terms.

For eligible independent eye care practices in good standing, we are offering extended payment terms on current pending invoices. Given that your cash flow and business processes may be interrupted, we have implemented a 30-day payment extension for purchases made in March, April, and May 2020.

03 Free shipping for direct-to-patient orders.

CooperVision will be offering free Direct-To-Patient contact lens delivery until June 30. The lenses will be shipped to patients on your behalf, coming from the eye care professional they know and trust. We are also providing instructions on how to activate Direct-To-Patient delivery when ordering lenses, as well as a suggested email blast that you can customize and use to let your patients know that they can order their lenses and receive them at home.

04 Crediting "VIP" Bank Balances Owing.

We will be automatically cancelling any VIP banks with amounts owing and crediting the difference between the remaining balance owing (what remains to be paid) on the VIP bank and the remaining value of the product in the bank. This will put those funds back in your pocket and we will continue to support you by locking-in your bank pricing until June 30th, 2020. This offer will apply to Customers who have a remaining balance owing on their VIP bank purchase in excess of the product value remaining in the VIP bank, and will apply to amounts owing during the period of March and onwards.

05 Extension of all Bulk Pricing.

We have automatically extended the price lock-ins of any inventory purchases (100 boxes or more of eligible products) until September 30, 2020.

06 Net 90 Days Dating.

We are offering net 90 days dating on any inventory purchases between now and May 31, 2020.



07 Supporting Ongoing Patient Communication.

We know your patients have questions about the safety of contact lenses, lens wear and care in relation to COVID-19, and the direct-to-patient shipping process. We're providing answers via our website and social media channels to support your own patient communications. In addition, you can access our marketing website which contains imagery, information and patient education tools that you can download to your social media assets to stay in touch with your patient base: <https://coopervision.ca/practitioner/marketing-resources>;

08 Emailable Consumer Rebates.

To ensure that you can still offer your patients the savings they deserve, all of our mail-in rebates are available in PDF format which can be easily emailed to your patients even when they are receiving their lenses directly at home. PDF rebates are available on our marketing resource website (<https://coopervision.ca/practitioner/marketing-resources>) or through your CooperVision sales representative.

09 Convenient Online Payment Method.

We have a new link you can use to pay your account online. <https://coopervision.ca/paynow>. This can be used for payments on products shipped directly to patients as well. Please note that certain customers may not be eligible due to a pre-existing payment commitment/structure. Please email our Accounts Receivable department at payment@coopervision.ca to verify eligibility.

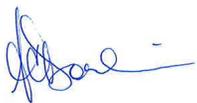
10 CooperVision customer-facing team.

Although our sales team is operating from home, they are still fully available to help and support you. Reach out to them if you need anything, and they will also be actively reaching out. Our aim is to help in whatever way we can. Customer Service also continues to operate at full strength and are there for you as well at 1-800-268-5367 (press 1 for Customer Service).

Our thoughts are with you and the many people in your lives—professional and personal.

As developments occur, we will keep you informed. Speaking for everyone at CooperVision Canada and the thousands of CooperVision employees worldwide, we are committed to supporting you in any way we can. We will get through this together.

Best Regards,



Alexandra Donkin
Country Manager





CooperVision®

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Part 2

April 2020

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...what next?

Fast Company did an analysis of companies over the years of their publication and came up with the “top five most successful strategies and moves for businesses in a comeback situation”. (<https://www.fastcompany.com/3042431/the-biggest-business-comebacks-of-the-past-20-years>)

Here were the top five things these successful businesses implemented:

01 New Products

04 New Business Lines or Options

02 New Leaders or Leadership Strategy

05 Enhanced Advertising & Marketing

03 Enhanced Brand Experience

Take a look at this recent article from Fast Company; “5 Creative Ways Small Businesses Are Succeeding During the COVID-19 Quarantine”: <https://www.fastcompany.com/90489203/5-creative-ways-small-businesses-are-succeeding-during-the-covid-19-quarantine>.

So, what next for an eye care business? The goal of the second part of this e-book is to give you actionable checklists and resource links to help you prepare for the future.

Here are 6 topics we will cover in Part 2 of this e-book:

- What’s in a relaunch strategy...what next?
- Preparing for the new normal...what next?
- Marketing & messaging...what next?
- Start & drive new revenue streams...what next?
- 10 opportunities right in front of you...what next?
- 10 things CooperVision is doing to help practices now and in the future...what next?



Building a relaunch plan ...what next?

The eye care practices that come out this pandemic the best will be the ones that took advantage of every opportunity and prepared for the reopening of their business including potential changes to what that future might look like.

Here are a few ideas to consider:

Office hours

To recapture lost business and revenue as well as accommodate the backlog of patients waiting to be rescheduled in perhaps a much more spaced out schedule, offering extended or expanded office hours is an immediate solution. This may mean longer days and hours for you and your employees but most employees will be glad for the extra overtime pay and happy to be back to work. Consider lots of night and weekend availability at the beginning.

Employees

Depending on your situation with either laying off, reducing hours or having staff work from home, bringing them back should include a strategy. You don't want everyone coming back the day you open, you want to offer a clean, organized and ready for business environment. That might mean bringing a few employees back the week before to get things ready. Find out which employees can work overtime and are willing to work extra hours to prepare your comeback schedule.

Immediate messaging

Think of all the things you had to do to close your business as you now need to reroute with new communications and updates that you are back open for business:

- On-hold messaging and voicemail
- Website pop up and banner
- Office hours on website, Google My Business, Facebook
- Remove signage from door

Services

Reactivate services that have been shut down. Mail delivery, software, credit card payments, all need to be made active again.

Salaries, bonuses, etc.

Set up payroll again for staff who had been laid off, inform employees that bonus programs will be put on hold for the next six months while business gets back to normal.

Childcare

Many employees with small children will be subject to schools reopening as well as childcare options. Be patient as staff try to find communications from these organizations or find alternative solutions.

Preparing for the new normal ...what next?

Business will certainly not go back to the way it used to be. In fact, if we take examples from China and Singapore into account, they have slowly integrated back to business, which includes everyone wearing masks and social distancing/spacing at all businesses.

What could that look like for an eye care business?

Spaced out appointments
– one every 30 minutes or
one every hour

Appointments required to
choose eyewear, pick up
eyewear or contact lenses

Only two people from a
family together at a time

Special day or time for
seniors who are the most
vulnerable to the virus

Online health test and
questioning before coming
in

Patient texts upon arrival
and waits in car until
reception texts it is time for
them to enter the practice

Temperature checks at the
office door

Staff distancing patients
in different designated
waiting areas

Sterilization protocols as a
patient enters the practice

More hands-off implementation
i.e.: online payments, online
forms, online booking, shipping
direct to patient instead of
pick up

Guidelines for activities
that include touching the
eye such as contact lens
fitting, drop insertion, pre-
testing, lid manipulation,
etc.

Staff safety outfits including
scrubs, plastic gowns, rubber
gloves, medical masks (not
N95), protective safety
eyewear with shields

Sterilization protocols after
each exam, dispensing,
fitting, etc.

Tele-health follow-up
appointments instead of
in-person

Tele-health for all non-required
in person appointments

Pre-visit instruction sheet

Subscription services so
patients don't need to
come back into the office

How will you prepare for this?

Smart practices will build a plan ahead of time for each one of the potential situations listed above.

Marketing & messaging ...what next?



Many eye care practices will be hesitant to spend money on marketing yet that is what they should be doing. Advertising costs will be at an all-time low to purchase exposure on Google, Facebook and Instagram. Competitors may not be advertising giving even more exposure opportunities.

Advertising plan for the relaunch:

We're open campaign package

Including email blast to all patients, social post, text message, digital ads, social media ads and website.

Use it or lose it.

Many Canadians have been permanently laid off and have to use their health benefits within 30 – 90 days.

Buy now, pay later.

Consider introducing a finance option so patients can take advantage of buying a \$1000 pair of glasses and paying off over time. Desjardins: <https://www.desjardins.com/ca/business/financing-credit/credit-cards/index.jsp>

Cause marketing.

Similar to care marketing but giving to charitable causes. Example: Buy a new pair of glasses and we will donate \$10 to the food bank.

Marketing grants.

Work with your marketing agency to take advantage of grants like the ones being advertised by Facebook and Google. <https://www.facebook.com/business/boost/grants>

Targeted advertising.

Who has the most disposable income out of consumers? Seniors? Executives? 40 – 60-year old's? Work with your marketing agency to do targeted ads.

Value package.

People will be price conscious after this pandemic more than they ever have been. It's important to have either a value package or product that is on clearance pricing.

Care marketing.

This type of marketing is common during a crisis and tends to get great results. Develop messages like, "we're here for you", "we may be closed but you can always reach us", "here are 10 things we're doing to ensure your safety".

Safety marketing.

There will be a lot of concern over cleanliness, sterilization and safety measures. Build advertising around how you are making it safe for patients in your practice.

Advertise NEW.

No matter what is happening with the economy, consumers are always enticed by anything new and trending. Whether it's a new product line, new medical niche or new technology, make sure you build it into your marketing plan.

Want more marketing ideas? Download this Marketing 2020 Playbook created to help eye care businesses adapt to the new economic climate: https://marketing4ecps.com/wp-content/uploads/2020/03/Marketing4ECPs_NewNarrative-Playbook_2020-Final-min.pdf



Start & Drive New Revenue Streams ...what next?

The eye care businesses that will recover and thrive after the pandemic will be the ones that are thought of as leaders and innovators - ones ready to take risks and try something new.

Here are 10 ways you can drive a new revenue stream:

- 01 E-commerce.**
Take back the online sales you may be missing.
- 02 Retail.**
Retail everything. What don't you currently retail, like eye drops, dry eye therapies, vitamins, eye makeup, eye lid cleansers, contact lens boxes, accessories and solutions? Then build a "retail area" for self-service.
- 03 Dry Eye.**
Big opportunity as over 30% of Canadians suffer from dry eye. With the advancement of dry eye therapies and technology, the opportunity to earn a desired additional income is very real with dry eye. Check out: <https://mydryeye.ca/>
- 04 Specialty Contact Lenses.**
Become the expert fitter in your area for scleral lenses, Rigid GP lenses, toric, multifocal and difficult fits.
- 05 Sports Vision.**
Athletes will pay top dollar to be visually trained to react faster and more effectively thereby improving their game.
- 06 Vision Therapy.**
Help correct certain vision problems and improve visual skills.
- 07 OTC Readers & Digital Eye Strain Eyewear.**
How much business is going to pharmacies and online that could be going right into your business instead?
- 08 Myopia Control.**
It's a growing epidemic and positioned to explode in Canada. Understand the options to offer patients for Myopia control and start a new medical niche.
** MiSight®
- 09 Subscriptions.**
Set up all contact lens, dry eye & nutraceutical patients on an annual subscription, eliminating the need for them to "shop" or return for supplies.
- 10 Low Vision.**
As the population ages, so does the need for enhanced corrective visual devices.

10 Opportunities Right in Front of You ...what next?

Sometimes the biggest opportunities in our business are right in front of us. Here are some interesting facts, statistics and trends that show immediate revenue and business opportunity at our fingertips.



Only 14% of Canadians Wear Contact Lenses. (Q42019 Vision Council Report)

This number is substantially low considering the wealth of modalities, technology and powers available that suggest a minimum of 50% of RX's could be fitted in contact lenses.



Only 12.8% of Canadians Have A Pair of RX Sunglasses. (Q42019 Vision Council Report)

It's our obligation as eye health providers to be recommending protection from ultraviolet light. Everyone should be encouraged to buy prescription sunglasses.



Over 12.8% of Canadians Wear OTC Readers. (Q42019 Vision Council Report)

Most of these OTC readers are cheap in quality and optics and don't match the prescription they have been prescribed. If the average person buys a few pairs a year, we should be moving them into a better-quality pair of prescription readers measured and made for their prescription.



Myopia Is a Growing Problem.

It affects approximately 30% of the Canadian population (11M). (Eyecarebusiness.ca). Offering Myopia control options such as MiSight® contact lenses not only assists in better eyesight but better quality of life.



Anti-Reflective Sales at 65% For 5 Years. (Q42019 Vision Council Report)

This means 35% of the population is not wearing an anti-reflective coated lens. In today's digital world that is not appropriate. This category should be growing, not stagnant.



37.9% of Canadians Wear Plano Sunglasses That Cost Under \$50 (Q42019 Vision Council Report).

This means they are wearing drug store, dollar store or gas station quality sunglasses. Huge education opportunity to move them to a higher quality plano sunglass.



21.8% of Contact Lenses in Canada are Sold Online. (Q42019 Vision Council Report)

Good news, it means that 78.2% are still being purchased in a physical location. Bad news, the number is growing. You need to be able to compete.



Only 1 in 4 Canadians Has a Second Pair of Glasses. (Eyecarebusiness.ca)

This hardly needs any explanation. Everyone should have a back-up pair of eyeglasses in their current prescription.



Eyewear Repurchase Cycle for Canadians is 2.8 years. (Q42019 Vision Council Report)

This is even longer than the 2018 statistic which was 2.6 years. This is an area we can actively improve to recall and reactivate patients to come in quicker for eye health check-ups and promote new eyewear.

10 things CooperVision is doing to help practices now and in the future ...what next?

We've listened. We're here to help. We're acting fast to help eye care professionals with resources, assistance, tools and discounts that make tough times a little easier.

01 Continued manufacturing and shipping

We are still in production, with full supply. Contact lenses are a medical device, and we understand their importance to your patients in their daily lives.

02 Extended payment terms.

For eligible independent eye care practices in good standing, we are offering extended payment terms on current pending invoices. Given that your cash flow and business processes may be interrupted, we have implemented a 30-day payment extension for purchases made in March, April, and May 2020.

03 Free shipping for direct-to-patient orders.

CooperVision will be offering free Direct-To-Patient contact lens delivery until June 30. The lenses will be shipped to patients on your behalf, coming from the eye care professional they know and trust. We are also providing instructions on how to activate Direct-To-Patient delivery when ordering lenses, as well as a suggested email blast that you can customize and use to let your patients know that they can order their lenses and receive them at home.

04 Crediting "VIP" Bank Balances Owing.

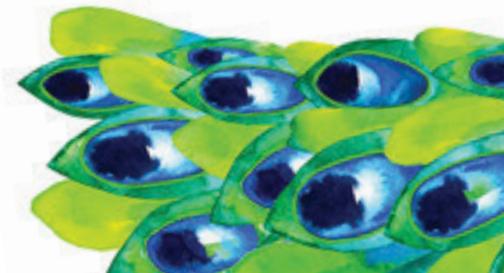
We will be automatically cancelling any VIP banks with amounts owing and crediting the difference between the remaining balance owing (what remains to be paid) on the VIP bank and the remaining value of the product in the bank. This will put those funds back in your pocket and we will continue to support you by locking-in your bank pricing until June 30th, 2020. This offer will apply to Customers who have a remaining balance owing on their VIP bank purchase in excess of the product value remaining in the VIP bank, and will apply to amounts owing during the period of March and onwards.

05 Extension of all Bulk Pricing.

We have automatically extended the price lock-ins of any inventory purchases (100 boxes or more of eligible products) until September 30, 2020.

06 Net 90 Days Dating.

We are offering net 90 days dating on any inventory purchases between now and May 31, 2020.



07 Supporting Ongoing Patient Communication.

We know your patients have questions about the safety of contact lenses, lens wear and care in relation to COVID-19, and the direct-to-patient shipping process. We're providing answers via our website and social media channels to support your own patient communications. In addition, you can access our marketing website which contains imagery, information and patient education tools that you can download to your social media assets to stay in touch with your patient base: <https://coopervision.ca/practitioner/marketing-resources>;

08 Emailable Consumer Rebates.

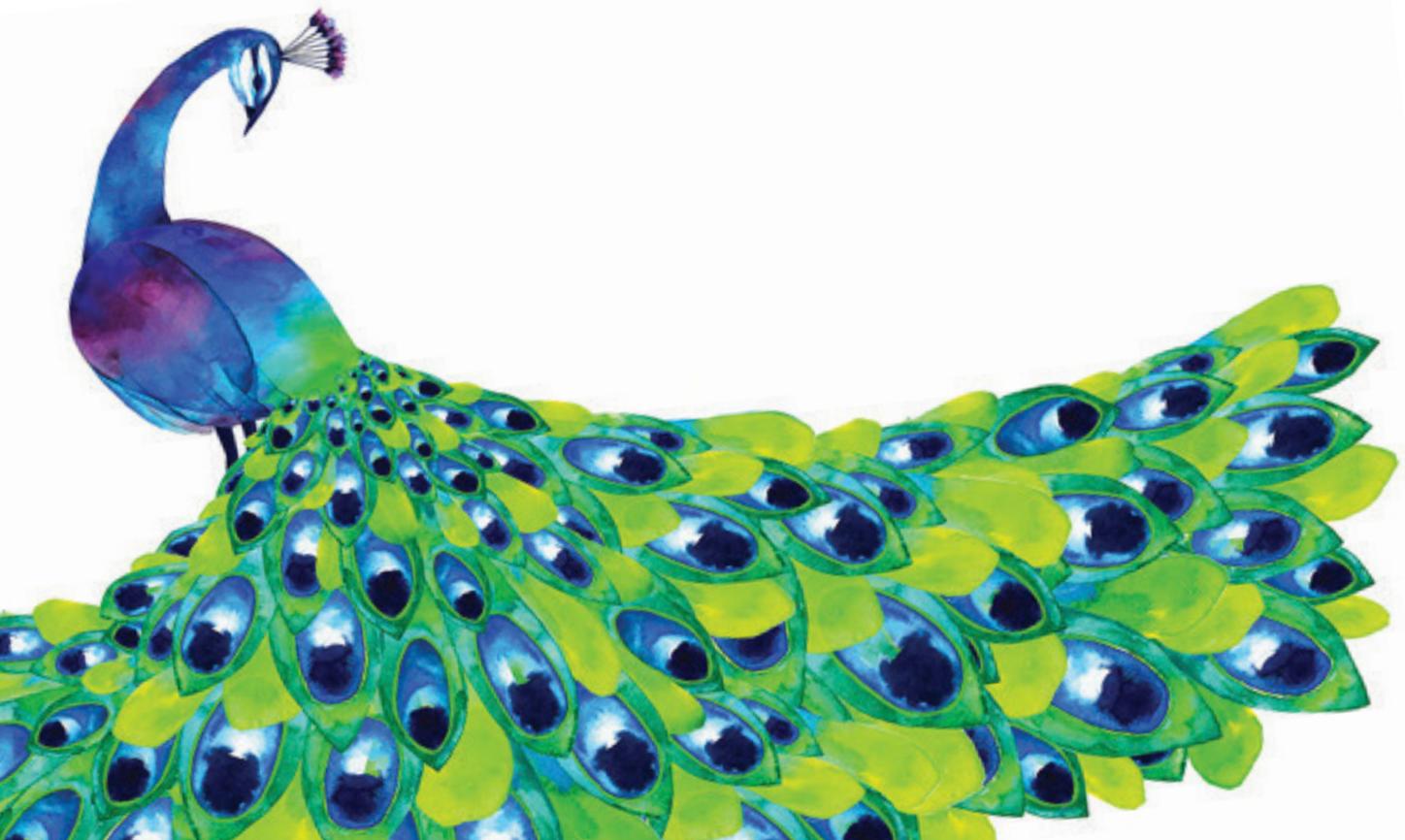
To ensure that you can still offer your patients the savings they deserve, all of our mail-in rebates are available in PDF format which can be easily emailed to your patients even when they are receiving their lenses directly at home. PDF rebates are available on our marketing resource website (<https://coopervision.ca/practitioner/marketing-resources>) or through your CooperVision sales representative.

09 Convenient Online Payment Method.

We have a new link you can use to pay your account online. <https://coopervision.ca/paynow>. This can be used for payments on products shipped directly to patients as well. Please note that certain customers may not be eligible due to a pre-existing payment commitment/structure. Please email our Accounts Receivable department at payment@coopervision.ca to verify eligibility.

10 CooperVision customer-facing team.

Although our sales team is operating from home, they are still fully available to help and support you. Reach out to them if you need anything, and they will also be actively reaching out. Our aim is to help in whatever way we can. Customer Service also continues to operate at full strength and are there for you as well at 1-800-268-5367 (press 1 for Customer Service).



We'll be stronger ...together

Thank you from the entire CooperVision Canada team for your support and best wishes for a speedy business recovery.

Last Note:

Businesses have been tested before and survived. We've seen floods, forest fires, ice storms and tornados. We are resilient. We will adapt, pivot and pick up the pieces. We will take this time to prepare for better days and we will be strong.

We are Canadian.

Join us #CAeyecarestrong



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