



DECEMBER 2020

The Season Of Giving

As we look back on what has been a year of unforeseen challenges and uncertainty, we are taking a moment to reflect on the good. In 2020, Walman Optical is grateful to have been able to give back to those in need.



Walman Optical is now accepting applications to participate in our 2021 Kids With a Vision campaign!

Since 2019, Walman Optical and Essilor Vision Foundation (EVF) have partnered with independent eyecare practices to help provide eyewear to over 30,000 children in need through Kids With a Vision.

This program is designed to help partner practices give back to communities in need, while promoting the importance of quality eyecare to their patients! For every qualifying pair of eyewear purchased through partner practices, a donation will be made to help a child in need receive a pair of glasses*.

For 2021, we are opening up the Kids With a Vision program to select Walman Optical customers nationwide! This is a great program for offices eager to build patient engagement and give back to their community.



Interested In Becoming a Kids With A Vision Partner Practice?

Apply to participate today at www.kidswithavision.com/KWAV2021. Applications are being accepted through Friday, December 18th. Offices selected to participate in the 2021 campaign will be notified by December 30th.

*For every pair of digitally surfaced lenses with non-glare treatment produced by Walman Optical and purchased by participating eye care professionals from 1/1/2021 through 12/31/2021, Walman will donate \$5.00 to the Essilor Vision Foundation. Excludes outsourced or previously discounted products.

Coming Up

Can't Miss Webinars

Using Metrics to Transform Your Business: Key Performance Indicators that Help Improve Efficiency and Profitability
December 4, 2020
11:00am CST - 11:30am CST

January 2021 VSP Formulary Changes
December 18, 2020
11:00am CST - 11:30am CST

Register today for either course at www.ecpadvantage.com.

VSP Formulary Changes Start January 1st

As your business partner, we are focused on finding you the right product mix for your VSP patients that helps your practice grow and increase your profits.

Your Product Mix Options With New Formulary Changes

Option 1:

Use preferred lens brands and preferred non-glare brands.

Option 2:

Use preferred lens vendor brands and non-preferred non-glare brands.

Option 3:

Use non-preferred lens vendor brands and non-preferred non-glare brands.

Ask your Walman Optical account manager today about your current product mix and how you can remain profitable.

What Can Cause Marketing Mean For Your Practice?

Parents and Young Patients Are Excited to Help Others in Need

"We have experienced parents and caregivers who are happy that they can provide excellent products for their kids and help a child in their community. The kids love that they are giving glasses to other kids.

They get very excited and happy - it's really cute," Laurie-Jo from Associates in Family Eyecare states. Associates in Family Eyecare has been a part of Kids With A Vision since 2019.



Supporting a Charitable Cause

"Kids With a Vision is a win-win for ODs and for children. Practices are helping to give kids better vision and they're increasing sales of digital lenses," Birgit Andes, Walman Optical account manager mentions. "I believe a lot of people will go to a practice that's doing good for the community, and that will grow their business." In fact, an Essilor Vision Foundation consumer survey found that 61% of customers would choose an eye care professional who supports a charitable cause over one who does not.



Learn More About Cause Marketing

Cause Marketing is fundamentally changing the way companies do business. Through purpose-driven partnerships, companies are realizing their ability to be a force for good while increasing employee engagement, customer loyalty, and their brand value.



Watch **Building Your Brand by Doing Good: Incorporating Cause Marketing Into Your Practice** available on-demand at www.ecpadvantage.com to learn more today!



THERE'S STILL TIME

Enter to win \$10,000 for your practice!

Walman is on a mission to transform practices across the country by giving away over \$20,000 in 2020.

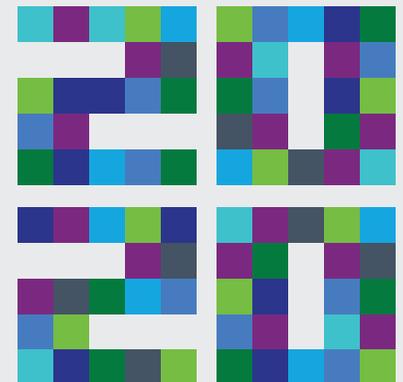
Congratulations to our two FIRST PRIZE winners of \$5,000:
Quality Family Eye Care in Rossford, OH | Bright Eyes in Plymouth, IN

There is still time to enter the contest for a chance to win the GRAND PRIZE: **\$10,000 to transform your practice!**

ENTER TO WIN TODAY!

Visit us online at walman2020.com to learn more about the 2020 Makeover contest details and how you can enter to win! Contest entry closes December 31, 2020.

MY PERFECT VISION IS



**MAKE
OVER**