



JULY 2023



Is Your Practice Prepared for Back to School?

Starting August 1st, receive complimentary Transitions Lenses when you order POWER Kids or EyeZen Kids lenses on ProLens.

CHOOSE LENS DESIGN

\$46.00
POWER KIDS SV

\$77.00
EYEZEN KIDS

CHOOSE SIGNATURE OR STYLE COLORS



GRAY



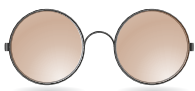
BROWN



GRAPHITE GREEN



AMETHYST



AMBER



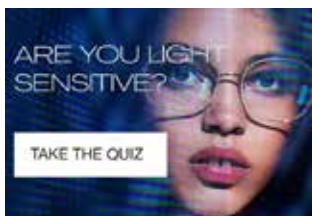
EMERALD



SAPPHIRE

Talk to your Walman Optical Account Manager for more details today!

Get The Essential Transitions Lens Selling Tools



PATIENT LIGHT
CONTROL QUIZ



VIRTUAL TRY ON



IN-OFFICE AND
ONLINE P.O.P.

Access these resources and more at www.walmanoptical.com/bts

877.863.2759 | www.walmanoptical.com

Coming Up

Can't Miss Webinar

Child's Play: Dispensing
Pediatrics

July 14th

11:00 - 11:30 AM CST

Would You Like To Learn The
Secrets of Selling Luxury
Eyewear?

July 28th

11:00 - 11:30 AM CST

Virtual Events

Optics 101: Materials and Index
of Refraction

July 6th

10:00 - 11:00 AM CST

Optics 102: Light Transmission,
Digital Lenses and Boxing
Systems

July 20th

10:00 - 11:00 AM CST

ABO Prep Part 1: All
Knowledge Except Prism

August 16th

12:00 - 3:00 PM CST

ABO Prep Part 2:
Understanding the In's and
Out's of Prism

August 17th

9:00 AM - 12:00 PM CST

Live Events

Dispensing Academy
Omaha, NE

August 22 - 24

Walman University

Scottsdale, AZ

August 12

8:00am - 5:00pm MST

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

Create An Action Plan For Success

Offering a Back to School promotion is a great way to reach pediatric patients and their families, especially during a busy purchasing season — and planning a seasonal promotion doesn't have to be complicated! Make sure an eye exam and a new pair of eyewear is on your patients' back-to-school checklist by planning a promotion especially for them.

6-8 Weeks Out	4-5 Weeks Out	2-3 Weeks Out	1 Week Out	Promotional Time
<ul style="list-style-type: none"> Discuss goals Set a budget Set promo details Determine marketing efforts 	<ul style="list-style-type: none"> Educate your staff Contact local business and media to help promote the event. 	<ul style="list-style-type: none"> Mail postcards Call your top patients with children Book exams 	<ul style="list-style-type: none"> Educated staff on full promo details Add P.O.P. and promo details around the practice 	<ul style="list-style-type: none"> Measure efforts daily and weekly Celebrate reaching any sales milestones!

Check out Walman Optical's step-by-step promotion guide to make your Back To School promotion a success at www.walmanoptical.com/bts



Marketing Back To School In Your Practice?

Check out DONE4YOU Marketing from ADO Practice Solutions. An all-in-one service with a dedicated team committed to unique, simplified, targeted & results-driven marketing. DONE4YOU Marketing can get your practice and your patients ready for Back to School!

Schedule your marketing assessment today at www.adopracticesolutions.com/assessment

New Products

New: Varilux XR Now Available From Your Walman Optical Lab

Our eyes move on average 100,000 times per day switching from task to task at a seconds notice stretching them to their limits. That's why the Varilux research team has created the new Varilux XR series lenses, the first eye-responsive progressive lens to provide instant sharpness even while the eyes are in motion. Varilux XR lenses take into consideration visual behavior, understanding how a patients' eyes converge and lower, how they accommodate and how the head and gaze work together to build a seamless visual field.

For more information on the XR Series, reach out to your Walman Optical Account Manager.



Patient Eye Movements



Standard Progressive Lens Design



Coming Soon: Shamir Driver Intelligence Sun And Moon

Shamir Driver Intelligence lenses are designed to enhance your driving experience. Sold as a pair of day and night glasses, these lenses are specially designed to create a smoother and safer driving experience in any light or weather conditions. Available on July 24th.