OPTretina's
RECOMENDATIONS

opt retina
Preventing blindness together

1 Be active in *internet* and *social media.*

2 Use *visual aids* (posters, brochures) with the services you offer at your optic store.

3 Use the *same Standard Procedures* to **ALL** your customers, who visit your store.

4 Explain clearly that **80% of blindness can be avoided** with a proper eye check.

80%

5 Ask for AMD, glaucoma or diabetes during the *anamnesis.*

6 Include the retina check with *all the refraction measurements.*

7 Explain and give a *printed Optretina report* to all your customers.

8 Remember the importance of the retina check annually for *all other family members.*

9 Recommend *to bring the written report* to the next visit to the Eye Doctor.

Get the *support of the Eye Doctors* from your neighborhood.

Send a *letter to the Eye Doctors* around your store with the explanation of the services you offer as a Standard Procedure and that patients will come with a written report.