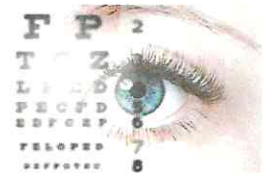


DigitalOptometrics™ Frequently Asked Questions

Host Retailer FAQs

What are the most obvious benefits experienced by a Host Retailer by utilizing the DigitalOptometrics technology? A comprehensive eye exam can be given without an eye care professional being scheduled and present at the exam site permitting eye exams to be performed during all days and hours of business operation.



Are there economic benefits to be realized by the Host Retailer utilizing the DigitalOptometrics tele-optometry technology? Yes. The fixed cost for the presence of an eyecare professional to perform exams is eliminated. A fee is only charged for each eye exam and multiple locations can be added without concern over the staffing of an eyecare professional at each location. Walk-in patients are encouraged with no appointment necessary. Sales will no longer be lost due to the absence of an eyecare professional to perform an exam and issue a prescription.

What new equipment is necessary to utilize the remote eye exam offered by DigitalOptometrics and is financing available? Depends upon the equipment currently utilized and what can be utilized. Cost to purchase can vary from \$ 25,000 to \$80,000 based upon equipment needed with very favorable lease/purchase terms that can be secured to finance the purchase. A site visit can be performed to configure the equipment necessary, provide monthly lease costs and a calculation of estimated return on investment.

What will be the fee charged for use of the remote technology? The host retailer will only be charged a small fee for each exam. No other minimum or fixed charge will be made to the host retailer.

Can my doctor use the equipment when he/she is in the office? Yes. Equipment can be used remotely by a licensed eye care professional or with an in-person doctor.

Will it be necessary for patients to make an appointment for an eye exam? No. DigitalOptometrics will be staffed for eye exams during all days and hours of your business operation with no limitations and without appointments.

How long will it take for a patient to receive a prescription after the conclusion of the eye exam? Prescriptions will be issued within minutes of the conclusion of the eye exam, allowing quick and easy purchase of eyewear.

What size room will I need for the equipment? The size of the room is typical for an exam lane approximately 6 ft. by 8 ft.

Do I need additional staff? Generally, no, The staff member you currently use for optical pre-screening can be utilized for pre-screening and presence in the exam room with the patient while the phoropter is operated remotely by our certified Ophthalmic Technician and Optometrist. If you do not currently perform optical exams then an additional staff member should be assigned.

What is the typical Return on Investment for purchasing DigitalOptometrics technology? The return of investment will depend on the equipment purchased. We can calculate the estimated return after determining your equipment requirements. But, the lease cost can begin at less than \$25 per day and be offset from the sales of eyewear secured from only a couple of exams per month.

What increase in sales can be expected? Probably substantial since no customer who seeks an optical exam without an appointment will be turned away and hours and days of business operation with optical exams can be expanded without scheduling and incurring the fixed cost of an in-person optometrist.

Where can I see a demo? We have an exam lane at our corporate office in Lake Success, NY available for a demonstration and can arrange an appointment with you.

See other side for Patient FAQs.



e-mail info@digitaloptometrics.com phone 877.506.0002