

ZEISS Analysis

The new way to increase patient loyalty and education

For your patients, a visit to your practice isn't just an appointment it's an experience. And the quality of the experience is often crucial to Rx capture, premium lens sales and patient retention.

ZEISS introduces a new tool to help you create a patient experience that will lead to more premium lens sales and happier patients: ZEISS Analysis.

ZEISS Analysis in Your Practice

The Need is Widespread; the Solution is Simple

ZEISS Analysis is a simple, effective process to help patients see the link between premium lenses and their individual needs. A brief patient workbook provides a thread through the entire appointment, helping to keep the patient focused on vision needs and eyewear options.

The ZEISS Analysis Process

- The patient answers a few questions about vision issues and daily activities.
- The doctor quickly reviews the patient's answers during the exam and recommends lenses and lens treatments.
- The dispensing optician explains the doctor's recommendations and how they will meet the patient's unique needs.

A global survey by Carl Zeiss Vision International showed that:

- Many of today's patients don't understand the value of even the most common lens enhancements.
- Patients are eager to purchase premium eyewear once they understand the benefits.




See more. Live more.
ZEISS precision lenses.



The ideal complement to ZEISS practice technology

ZEISS Analysis ties in with innovative diagnostic and dispensing technology from Carl Zeiss Vision. Each element contributes to creating a better visual experience – and a better patient experience in your practice.

i.Terminal® by ZEISS. i.Terminal allows your staff to take all measurements required to fit standard or customized lenses with 1/10mm accuracy. Also, it includes patient consultation and demonstration features that reinforce the benefits of premium lenses.

i.Profiler^{plus}® by ZEISS combines aberrometry, corneal topography and autorefractometry in one instrument. The entire examination process takes less than a minute.

i.Scription® by ZEISS uses patient wavefront aberration data to create the most customized lenses and the best visual experience.

Your ZEISS Analysis solution will be tailored to highlight the Carl Zeiss Vision diagnostic and measurement equipment in your practice.

Everything you need to succeed

Your ZEISS Analysis starter kit includes a set of patient booklets and support materials. Your Carl Zeiss Vision Business Development Representative will train your staff members on the ZEISS Analysis process of recommending lenses so they will feel informed and confident when talking with patients about the value of premium lenses. This education will make your patients feel like they fully understand the lenses they purchased and how their vision will be improved.

Benefits:

- Focuses patient's attention on eyewear needs
- Simple "hotel-style" rating systems shows the difference between standard and premium products
- Booklet helps patient explain the benefits of their premium eyewear choices to family members and friends

Starter Kit Content Includes:

- 2-month supply of ZEISS Analysis Personal Profile Booklets for your patients
- Lens Options Dispensing Mat

ZEISS Analysis Personal Profile Booklets



Lens Options Dispensing Mat

Create a new patient experience today

Talk to your Carl Zeiss Vision Business Development Representative about ZEISS Analysis today.

Carl Zeiss Vision

USA 1-800-358-8258

www.better-vision.zeiss.com

