

PracticePlus Overview 2008



What is PracticePlus?

PracticePlus is a product-support program designed to enhance independent vision care practices. The program provides \$10 for every pair of KODAK Progressive Lenses redeemed, along with other tools like dispenser training and lens demonstration materials to help build your practice.

PracticePlus differs from co-op programs because the use of the funding is left to your discretion. You may choose to have it paid directly to your dispensers as a trouble-free rewards program. If you have the funds paid to the business, you might use it for a newsletter, your web-site, advertising, bonus programs, employee parties, travel to Vision Expo, order on-hold messages from **Eyes On Hold** or even to purchase new equipment. The important thing is you decide what is best for your office.

How Does PracticePlus Work?

Upon enrollment, you will receive your first PracticePlus Claim Form with space for 30 pairs of KODAK Progressive Lens sales. This form will pay \$300 when redeemed. You will automatically receive a new 30-space claim form every time you submit a completed one. Every claim form is valid for 90 days from date of issue and has a unique control number. Copied forms with a duplicate control number are invalid.

On each form, simply fill in the 30 proof-of-sale spaces with the following information:

- Wholesale lab providing the KODAK Progressive Lens
- Lab invoice number of the lenses purchased
- Type of KODAK Progressive Lens dispensed

Three Easy Ways to Redeem

- 1) **Online** - Enroll online at www.practice-plus.net. An electronic claim form will be available once all your information has been confirmed. Then, simply log on with your user name and password and fill in the form as you collect your invoices. Once you have completed the 30-space form, print a copy, click the submit button and you will receive a new blank form within a couple of hours. Online redeeming allows you to keep track of your claim forms and your account activity.
- 2) **Fax** - You may also fax your claim form directly to **1-800-467-1242**. A new 30-space claim form will be automatically faxed back to you.
- 3) **Mail** - Mail your forms to the address below and you will automatically receive a new 30-space claim form by fax.

Signet Armorlite/PracticePlus
P.O. Box 6911
San Marcos, CA 92079-6911

Regardless of how you choose to submit, make sure to keep a printed copy of your claim form and copies of your lab invoices for verification. Once you receive the corresponding check, you may dispose of them.

You will receive a check at your place of business in four to six weeks. Please remember this funding is income and, therefore, taxable.

Complete easy-to-follow instructions, qualification rules, and verification procedures are included on each PracticePlus Claim Form and available at www.practice-plus.net.



PracticePlusSM
Reliability. Performance. Trust.

Reliability. Performance. Trust.



How much could your practice receive?

One KODAK Progressive sale a day will yield \$2500 a year (based on 250 workdays). Ultimately, you decide how much you receive. The more you submit, the more funding you will receive to build your practice.

Solid Practice-Building Support, Plus Products that Satisfy Patient Needs

Signet Armorlite is continually perfecting the technology that creates quality optics. From aspheric lenses with slimmer lens profiles and improved peripheral vision to progressive designs that offer a smooth visual transition, you can count on KODAK Lenses to meet the visual needs of your patients.

When you're dispensing KODAK Lenses, you're dispensing a quality product with a name that patients know and trust.

Reliability. Performance. Trust.

That's the PracticePlus promise. With top-performing innovative lens products, outstanding member support and flexible benefits that everyone in your office can start enjoying immediately, our program will be a plus for your practice.



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