



Transform Your Patient Visits into a Powerful Learning Experience!



Q. What is *WinkPad*™?

A. *WinkPad* is an easy-to-use, handheld touchscreen that provides your patients with needed information related to their specific vision needs. It's a unique new way to educate your patients on eye health and vision correction options while they are in your office waiting room.

Q. How Does *WinkPad* Work?

A. *WinkPad* should be handed to your patient after they check in for their appointment. *WinkPad*'s friendly on-screen guide greets the patient and quickly surveys and educates them, all with a personalized touch. Your patient will enjoy *WinkPad*'s interactive nature as they learn more about their eye health and vision correction options. *WinkPad* then delivers very special advice to you right in the exam room, enabling you to do more for your patient!

Q. How Can My Patients Benefit from *WinkPad*?

A. *Wink* opens a new line of communication beginning in the waiting room. *Wink* asks relevant questions pertaining to your patient's visual needs, eye problems and lifestyle preferences. Patients can choose videos that teach them about vision and eyecare. Additionally, *Wink* expands your patient's product knowledge by providing them with useful information on how specific products can satisfy their needs. Your patient's visit becomes more than a routine eye exam, it turns into a learning experience that is sure to improve their satisfaction.

Q. How Does My Practice Benefit from *WinkPad*?

A. *Wink* instantly tells you new things about your patient in the exam room. The more information you have on each patient, the better you are able to satisfy their needs. After each patient's *WinkPad* experience, *Wink* collects the feedback data and provides a printable analysis of this data, summarizing the patient's information. This includes items that *Wink* recommends for your patients and what products they can benefit from. *Wink* gives you a better idea of what really interests your patients and encourages them to ask more about premium products. All this translates to an improvement in patient satisfaction and increased premium product sales for your practice!

Q. How Do I *Wink* My Practice?

A. You can sign-up for *WinkPad* for a one-time fee and an annual service fee which includes updates, training and support. Go to www.WinkPad.com now for information and to sign up!