



SPECTACLE

contrast. sensitivity. vision.

Rapid Adoption Package

What is Spectacle?

Spectacle offers access to a full suite of services and resources that help laser owners and users create the most value for their laser cataract program. Spectacle is a network of laser cataract industry leaders who have partnered to offer rapid rollout strategies and resources to interested practices.

The Program

Once a surgical practice becomes a member of Spectacle, the surgeon(s) and key personnel will have access to the knowledge, expertise, and tools required for the successful rollout of a refractive cataract offering. These resources were originally developed, tested, and proven effective at one of the nation's leading refractive cataract practices.

Resources cover four core areas:

- **Strategy**
- **Training**
- **Operations**
- **Marketing**

The Significance

Refractive Cataract Surgery represents an unprecedented opportunity for the ophthalmic profession. The goal of Spectacle is to serve as the unifying force among users, allowing the category to achieve its potential in terms of improving cataract surgery outcomes – both clinical and lifestyle – for the millions of patients each year who have the procedure.

The People

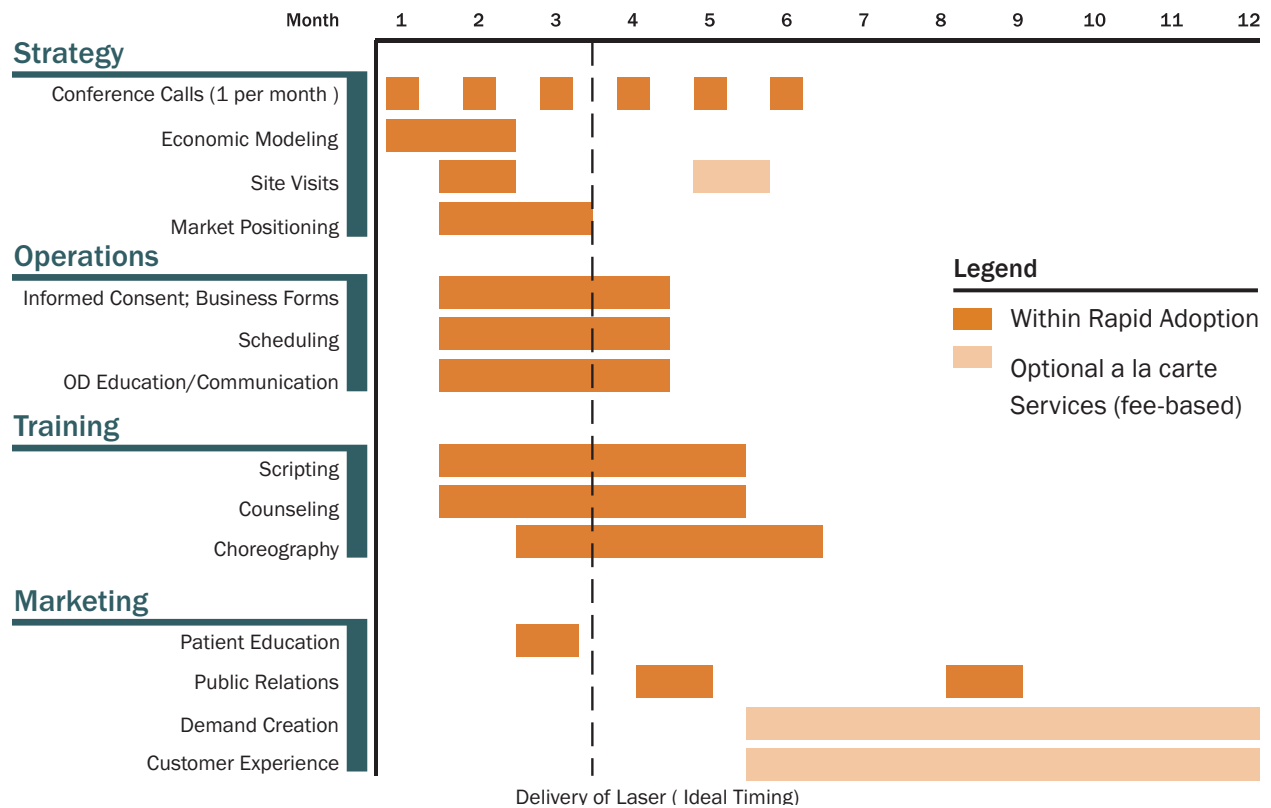
Spectacle is under the direction of two of the ophthalmic industry's top talents.

Shareef Mahdavi led the marketing efforts of VISX in the mid 1990s and has advised dozens of companies and practices on integration of new technology during the past decade. He has lectured and written extensively to help surgeons and staff succeed with refractive cataract surgery. His firm, SM2 Strategic, has recently published the first-ever survey on usage of the femtosecond laser in cataract surgery, available at www.sm2strategic.com.

Matt Jensen provides marketing services to select ophthalmic practices and is Executive Director of Vance Thompson Vision, a leading volume provider and one of the earliest users of the femtosecond laser for cataract surgery. Under Matt's direction, this center has learned how to navigate the complexities surrounding regulations, operations, and marketing to successfully integrate the femtosecond technology in their practice (www.mattjensenmarketing.com).

These two Managing Partners have assembled a talented team that will be assigned to practices as they become members. Collectively, Spectacle is uniquely able to help practices succeed with laser cataract surgery.

This team includes “inside” experts who serve as administrators at top practices around the country, “outside” experts who have deep knowledge of customer experience, and an array of talented programmers and designers who develop resources for Spectacle members.



Strategy

We understand that your practice is a business. Every increase to your capital and operational costs requires an economic model to support the cost. How much more, if any, may a center charge for the non-covered portion of implant surgery that includes refractive components? How should laser cataract programs be positioned inside clinics, ASCs, and regional markets? From conference calls and on-site visits to online resources, Spectacle’s step-by-step approach will walk users through all the variables to consider to help in answering these questions.

Operations

Strategy is a vital first step of preparing a laser cataract program, and Operations is where these core ideas meet the daily life of your practice. What forms will you need to build a successful, sustainable laser cataract program? How should patients be scheduled? What forms and information will referring ODs need? Spectacle’s operational resources will assist you in getting your program off the ground in these basic categories.

Training

Once your overall strategy and operational structures are in place, a vital part of building a laser cataract program is getting your entire staff, from phones to financial counselors, through a training program to ensure consistent use of language and practices. What words do we say in relation to laser cataract programs? What words do we avoid? How should our surgical counselors position the offering? What staff choreography is necessary to manage laser cataract surgery? Spectacle will help train your staff in supporting the laser cataract workflow.

Marketing

As your new laser cataract program falls into place, Spectacle can assist you in creating demand for your new program, positioning the offering appropriately, building a unique customer experience around the program, and monitoring the results of your program’s effective reach. We believe the foundation of a successful program is found in the first three areas: Strategy, Operations, and Training. Therefore, we recommend launching a Marketing campaign in month 5 of the program or later.

Getting Started

Spectacle's Rapid Adoption is designed to give each client what they need to succeed with laser cataract surgery. The process begins with a call to thoroughly understand each laser owner's specific environment and goals. From there, Spectacle will recommend how to use each of the available resources in the suite.

Full Service

The strength of Spectacle lies in your monthly access to a full-service suite of resources and an expert consultant that can assist you in developing a customized approach to using the resource suite. This approach allows you to pick and choose the resources that best fit your practice and to launch a fully operational laser cataract program in a fraction of the time it would take you working alone. The financial value to your practice is also immense - rather than developing each resource from scratch, your access to a robust suite of resources as a starting point for your customization saves you time and money.

Your Consultant and Site Visit

The consultant's role will be to serve as a dedicated coach and adviser to help each client achieve full potential with their laser cataract program. Each member will be assigned a consultant who will work with the practice to make sure the materials are understood and the documents are properly integrated. Once a consultant is assigned, he or she will not be working with competing practices in the same market area.

Deliverables

Spectacle's suite of resources is constantly growing and currently includes the following deliverables: Pricing Rationale, Pricing Theory, Microcosting, Financial Consent Forms, Scripts (Doctor, Staff, Tech, Phones, Counselors), Checklists, Consent Forms, Scheduling, Check-In Process, Research Summaries, Letters, Newsletters, Mailers, E-Newsletters, Patient Experience Cycle, etc.

Pricing

Membership in the Spectacle Network is \$5000 a month. This monthly subscription gives you immediate access to the entire suite of resources and the support of industry experts in rolling out your laser cataract program. While you can start your membership at any time, we recommend enrolling and beginning your program development three months before you plan to receive your laser cataract technology. This will allow you sufficient time to address the necessary Strategy, Operations, and Training issues that will ensure a successful rollout.



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