



Welcome!

I wanted to personally welcome you to the RightEye family.

You're joining an exclusive group of optometrists around the world who are making a difference using our proven eye-tracking tests and treatment programs. The solutions you've chosen to offer will not only transform your patients' lives, but your practice as well.

Your RightEye system will be arriving in a few days. So now is a good opportunity to start planning. To help you get the most out of your investment, our team has created turnkey marketing materials that can help you promote your new services.

In this **Business-in-a-Box**, you'll find everything you need to quickly and easily build your RightEye business, including staff training materials, patient hand-outs and how-to marketing guides.

While our EyeQ tests and EyeQ Trainer have been years in the making, we want you to be able to hit the ground running today. If you're missing anything or need more, 24/7 help is available via our online customer portal: Success.RightEye.com.

Again, thank you for joining the RightEye family!

Sincerely,

Adam Gross
CEO & Co-Founder

Success Center:
success.righteye.com

Community:
righteye.com/insiders

Email:
success@righteye.com





Get Started!

In this binder, you'll find everything you need to build your RightEye business.

We've divided it into two sections—Office (for training and planning) and Marketing (for promoting your RightEye™ services)—and have listed where you'll find the resources you need for each step below.

1 Step 1: Get ready for patients

- **Office Workflow Checklist** for step-by-step instructions on guiding patients through the RightEye EyeQ™ process, from pre-test conversations to post-assessment consultations [Office]
- **Patient Questionnaire** listing intake questions that may indicate potential eye-tracking issues [Office]
- **Patient Talk Track** for discussing Patient Questionnaire responses [Office]
- **RightEye Overview for Staff** for helping personnel understand and explain the RightEye EyeQ tests and EyeQ Trainer [Office]
- **Suggested Pricing** for pricing guidance and billing codes [Office]

Get Started!

2 Step 2: Display your RightEye materials

- **Door Sticker** to indicate that your practice is a RightEye provider [Business-in-a-Box kit]
- **EyeQ Lobby Flyers** for Functional Vision, Sports and Reading assessments [Marketing]

3 Step 3: Educate your patients

- **Know Your EyeQ** is a handout for patients to understand how eye-tracking tests work [Business-in-a-Box kit]
- **EyeQ Trainer Program** is a handout to help patients understand their at-home, computer-based vision training program [Office]

4 Step 4: Market your new services

- **Marketing Checklist** for quick tips on how to promote your RightEye business [Marketing]
- **Community Outreach Guide** for developing new sources of potential patients [Marketing]
- **Website Content Guide** for adding RightEye solutions to your website [Marketing]
- **Social Media Guide** for extending your reach on Facebook and other online channels [Marketing]
- **Email Content Samples** for introducing RightEye services to patients [Marketing]
- **Success Center Overview** for a list of other marketing materials available to help you promote your RightEye business (such as postcards, etc.) [Marketing]

Find everything (and more) online: success.righteye.com



Success Center:
success.righteye.com



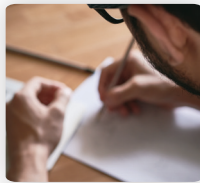
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success@righteye.com

Office Workflow Checklist

Intake



What to do

1. Have every patient complete questionnaire

- Use the *Patient Questionnaire* or incorporate questions into your existing patient documentation.

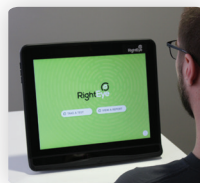
2. Technician reviews completed questionnaire

- Determine appropriate RightEye EyeQ tests using the *Patient Talk Track*.

Resources

- Patient Questionnaire
- Patient Talk Track

Test



What to do

3. Technician administers RightEye EyeQ test

- Set up the RightEye™ system in your pre-test area. Or move the system between exam rooms using the portable table.
- Seat the patient in a comfortable, upright position (in a chair that cannot roll or recline).
- Move the system or adjust the table height to align the patient at the ideal height and distance for testing.

Resources

- Patient Talk Track
- RightEye Success Center (success.righteye.com)
 - Administering RightEye Tests

Consultation



What to do

4. Doctor reviews EyeQ report

- Access the patient's EyeQ Report from the RightEye System or any internet-connected device.
- Explain EyeQ report to patient.

5. Doctor determines next steps

- If EyeQ Trainer indicated:
 - Explain how EyeQ Trainer works.
 - Schedule follow up appointment for retest.
 - Provide *EyeQ Trainer Exercise Program* handout.
- If EyeQ Trainer not indicated:
 - Retest at next annual visit.
 - Retest after life event (concussion, car accident) — You have a baseline for this patient.
- Refer to Specialist
 - Use EyeQ reports to explain need for Vision Therapy or other services you offer in your practice.
 - For severe issues that you do not treat in your practice, refer patient out.
 - Build Referral Network of specialists in your community.

Resources

- EyeQ Trainer Exercise Program handout.





Patient Questionnaire

Name: _____ Date: _____

Have you ever taken a RightEye EyeQ™ test before? Yes No

Please complete the questionnaire to see if you might benefit from a RightEye test. RightEye is an advanced, FDA-cleared eye-tracking test that enables us to uncover and treat functional vision issues that may be affecting your quality of life.

QUESTIONS	YES	NO
Functional Vision		
Do you have trouble concentrating?		
Do your eyes get fatigued easily?		
Do you have balance issues?		
Do you have frequent headaches?		
Have you ever had a concussion?		
Sports Vision		
Do you play sports competitively?		
Do you plan on playing at an elite level (college or above)?		
Have you done vision exercises as part of your training?		
Reading and Learning (for parent or guardian)		
Has your child lost interest in reading?		
Does your child have trouble concentrating in class?		
Does your child seem to struggle with school work?		
Has your child been diagnosed with a learning issue?		



DOCTOR TIP:

Have every patient complete the Patient Questionnaire. Make copies from the reverse page or download and be able to customize an original from success.righteye.com.



**GET IT
ONLINE**

RightEye Success Center
success.righteye.com

RightEye



Success Center:
success.righteye.com



Community:
righteye.com/insiders



Email:
success@righteye.com

Patient Talk Track

Quick tips for conversations with patients:

If patient answers “yes” to any of the questions on the Patient Questionnaire, they may benefit from a RightEye EyeQ™ test. Use the table below to ask follow-up questions and explain how the assessment could help evaluate an underlying vision issue.

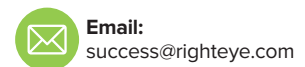
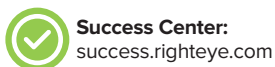
Download a digital copy of the Patient Questionnaire at success.righteye.com

QUESTION	IF YES, RECOMMEND	WHY EYEQ PATIENT TALK TRACK
<p>Do you have trouble concentrating?</p> <p>Do your eyes get fatigued easily?</p> <p>Do you have trouble concentrating?</p> <p>Do you have balance issues?</p> <p>Do you have frequent headaches?</p> <p>Have you ever had a concussion?</p>	<p>Functional Vision EyeQ</p>	<ul style="list-style-type: none"> • Functional vision problems can often be addressed with simple vision exercises. • When your functional vision is out of sync, it can lead to issues with concentration, fatigue, balance, headaches and more. • Your two eyes and brain must all work together to help you navigate life. This is your functional vision. • People suffer for years, without ever realizing the cause of their ailments is their eyes. • 90% of concussions result in a functional vision issue.

Patient Talk Track

QUESTION	IF YES, RECOMMEND	WHY EYEQ PATIENT TALK TRACK
<p>Do you play sports competitively?</p> <p>Do you plan on playing at an elite level (college or above)?</p> <p>Have you done vision exercises as part of your training?</p> <p>PARENT OR GUARDIAN QUESTION: Does your child play sports competitively?</p>	Sports Vision EyeQ	<ul style="list-style-type: none"> • RightEye Sports Vision EyeQ is a 5-minute eyetracking test that identifies strengths and weaknesses impacting performance. • We can compare your sports vision to peers and pro athletes (more than 2,000 pros have been tested with RightEye). • The best athletes have the fastest eye-movement speeds enabling faster reaction times and better coordination. • Once we determine vision improvement opportunities, we can develop an at-home exercise program to improve performance.

QUESTION	IF YES, RECOMMEND	WHY EYEQ PATIENT TALK TRACK
<p>Has your child lost interest in reading?</p> <p>Does your child have trouble concentrating in class?</p> <p>Does your child seem to struggle with school work?</p> <p>Has your child been diagnosed with a learning issue?</p>	Reading EyeQ	<ul style="list-style-type: none"> • RightEye Reading EyeQ is a 5-minute test that records and analyzes a child's eye movements while reading. It can determine whether the reading/school problems are comprehension issues or vision issues. • If they are vision-related, at-home vision exercises using EyeQ Trainer could dramatically improve your child's life. • One in four children has a vision problem that affects learning – these vision issues are often misinterpreted as disinterest, sleepiness or ADHD.





Overview for Staff



What is RightEye?

The world's first commercialized eye-tracking system for general healthcare. It's designed to quickly, easily and accurately expose vision and brain health in ways impossible with standard eye tests.

About EyeQ tests

- Takes just 5-minutes
- Non-invasive
- Objectively measures eye movements
- FDA-cleared
- Easy-to-read, personalized reports
- Automatically Recommends treatments

RightEye EyeQ™ Vision tests

Functional Vision EyeQ — Objectively identifies functional vision issues that affect quality of life — including eye teaming, object tracking and eye-hand coordination.

Reading EyeQ — Precisely records a child's eye movements as they read and identifies hidden vision issues that affect learning.

Sports Vision EyeQ — Identifies opportunities to strengthen performance-related aspects of vision to improve coordination and reaction time.

Brain Health EyeQ — Identifies how neurological problems impact oculomotor function and identifies which areas of the brain are affected.



Overview for Staff

EyeQ Trainer

RightEye EyeQ Trainer™ is a computer-based treatment program that patients perform at home to improve their functional vision. Based on the patient's EyeQ test result, specific exercises are assigned to him/her, which are done under the supervision of the doctor. All the patient needs is a computer or tablet and an internet connection.



About EyeQ Trainer

- Exercises personalized to the patient
- Takes just 5 minutes, twice a day
- Simple, low-intensity exercises
- Done at home, on the patient's schedule
- Non-invasive, online program
- Uses patient's own computer
- Trains all 12 eye muscles
- Noticeable improvement, often within a few weeks



Functional Vision
EyeQ



Reading
EyeQ



Sports Vision
EyeQ



Brain Health
EyeQ



Success Center:
success.righteye.com



Community:
righteye.com/insiders



Email:
success@righteye.com

Pricing Suggestions

Prices will likely evolve over time. Check for updates to the below at the **RightEye Success Center**.

RightEye Test	Pricing	Notes
Functional Vision EyeQ	\$35 – \$75	Price this like a retinal scan; baseline functional vision assessment
Sports Vision EyeQ	\$100 – \$200	Can package service with RightEye Sports Vision Trainer
Reading EyeQ	\$50 – \$100	Run Reading EyeQ and then Functional Vision EyeQ to get EyeQ Trainer recommendations
Brain Health EyeQ	\$35 – \$75	Baseline brain health assessment if suspected brain injury or concussion baseline
Brain Health EyeQ retest for medical purpose	\$100	Co-manage oculomotor issues resulting from brain injury with outside provider

Potential CPT Codes for Insurance Reimbursement

CLARIFY WITH YOUR STATE AND LOCAL INSURANCE. FOR INFORMATION ONLY.

CPT Code	Provider Fee
92060 Quantitative Sensorimotor Exam. Sensorimotor examination with multiple measurements of ocular deviation	\$65 – \$130
92065 Orthoptics	Varies
Common ICD 10 diagnostic codes for the 92060: H51.8 Divergence excess or insufficiency H51.9 Convergence insufficiencies or palsy of binocular eye movements H51.11 Convergence insufficiency H51.12 Convergence excess	
Other concussion-related ICD 10 diagnostic codes for 92060: S06.0X0A Concussion without loss of consciousness, initial encounter R27.8 Other lack of coordination	



EyeQ Trainer Exercise Program

Better vision is within reach (of your computer).

You've received your RightEye EyeQ™ test results—now what? Good news: Help is just a few clicks away. EyeQ Trainer is an online at-home treatment program that can help improve your functional vision, often within a matter of weeks. All you need is a computer (or tablet), an internet connection and 10 minutes a day.

“Physical therapy” for your eyes

- Simple, low-intensity exercises
- Done at home from your computer
- Takes just 5 minutes, twice a day
- Trains all 12 eye muscles
- Backed by 30 years of proven research

Follow the instructions carefully and EyeQ Trainer could make a big difference for your vision!

How it works: 5 simple steps

1 Review your EyeQ Report. Your doctor will review your results with you and recommend a program that's personalized to your specific needs.

2 Check your email. A copy of your test results will be emailed to you, which will also include a link to your online training exercises.

3 Watch the training video. Before you begin your first exercise, read all of the instructions carefully and watch the training video.

4 Perform your exercises daily. Follow the simple instructions provided by your doctor and the ones provided at the beginning of each training session.



IMPORTANT TIP! You must do the exercises 2 times per day, for 5 minutes per session, for 5 consecutive days. If you miss a day, don't worry. Just restart the program from the beginning.

5 Schedule a re-check within 10 days. Make an appointment with your doctor to check your progress and assess next steps.



DOCTOR TIP:

Provide the EyeQ Trainer Handout to your patients. Make copies from the reverse page or download an original at success.righteye.com.



Success Center:
success.righteye.com



Community:
righteye.com/insiders



Email:
success@righteye.com



Marketing Checklist

In Office



What to do

1. Put the *RightEye Provider Stickers* on your doors.
2. Display the *Functional Vision, Reading* and/or *Sports Vision Flyers* in your office (use the provided display stand).
3. Personalize your flyers and brochures through the online RightEye Success Center.
4. Shop for new promotional materials at the RightEye Success Center. (success.righteye.com).

Online



What to do

1. Update your website about your new RightEye services, using the *Web Content Guide*.
2. Post photos and videos on Facebook, Instagram, Twitter and other social media channels. Use the *Social Media Guide* to get started.
3. Email your existing patients using the *Email Content Samples*.
4. Download and customize digital content from the RightEye Success Center.

Marketing Checklist

Referrals



What to Do

1. Create a network of community partnerships. Learn how in the *Community Outreach Guide*.

Network



What to Do

1. See how other RightEye Providers are attracting and retaining patients. Talk to your peers at righteye.com/insiders.



Success Center:
success.righteye.com



Community:
righteye.com/insiders



Email:
success@righteye.com

Community Outreach Guide

Tips for getting started

- Identify the RightEye services that best fit your practice and community demographics.
- Assign an owner to your community outreach marketing program. This could be you, a partner, office manager, etc.
- Put together a plan and follow through on it.
- Take it just one step at a time, you don't need to implement everything at once.
- Track where new patients come from so that you can assess which tactics were most successful.
- Keep trying new approaches.



Attract more patients

Choosing to offer RightEye™ solutions sets you apart from the competition. That's why it's important to make sure that your community knows about the cutting-edge services you now offer.

This guide provides advice and ideas so you can immediately begin to expand and differentiate your practice. We've grouped these best practices around each RightEye solution so that you can most effectively reach prospective patients.

Functional Vision and Brain Health



Whom to target

- Neurologists
- Retirement/assisted living communities
- Gerontologists
- Chiropractors

What to ask

- Have you had any experience with eye-tracking tests?
- Are you aware that 90% of concussions result in vision issues?
- Are you aware that eye-tracking tests can be used to objectively monitor recovery of neurological injuries like concussions?

What to say

- As you know, the eyes, eye muscles and brain must work together for patients to properly balance, coordinate and think clearly.
- There is more than 30 years of science that shows how eye-movement behavior correlates to neurological issues.
- The RightEye eye-tracking system essentially replicates a manual ocular motility (“follow my finger”) test – but is precise and objective.
- This technology has been cleared by the FDA.
- Would you be interested in referring patients to one another?

RightEye marketing resources

- Introductory Email/Letter Template
- “Know your EyeQ” trifold brochure
- “20/20, But Still Having Issues?” flyer
- Social Media Guide
- righteye.com/functional-vision
- righteye.com/brain

Marketing ideas

- Start with a phone call to friends and professional associates you know.
- Send a letter and attach the “Know your EyeQ” brochure. (Follow-up with phone calls – be persistent!)
- Participate in and demo RightEye at events in your community. Look for events offered by your local Chamber of Commerce, shopping mall or town center, athletic clubs, churches, schools and other organizations that have events.
- Visit doctors and different organizations – and bring the RightEye system with you for a demonstration.
- Post on your website and on Facebook using the RightEye Social Media Guide

RightEye tests & services

- Functional Vision EyeQ test
- Brain Health EyeQ test
- EyeQ Trainer at-home, computer-based vision exercises



Success Center:
success.righteye.com



Community:
righteye.com/insiders



Email:
success@righteye.com

Reading & Learning



Whom to target

- Schools (administrators, school boards)
- Learning Centers
- Pediatricians
- Local government

What to ask

- What programs does your institution offer that are focused on health and wellness?
- Is your institution tracking reading proficiency?

What to say

- One in four children has a vision problem that affects learning — these vision issues are often misinterpreted as disinterest, sleepiness, dyslexia or ADHD.
- RightEye Reading EyeQ is a 5-minute test that records and analyzes a child's eye movements while reading.
- What parent wouldn't want an objective test to understand their child's reading and learning potential?
- Can we set up (or can I help you establish) a reading and learning testing program?

RightEye marketing resources

- Introductory email/letter template
- "It May Not Be A Learning Issue" flyer
- "It May Not Be A Learning Issue" postcard
- Social Media Guide



Marketing ideas

- Start with a phone call or letter to friends and professional associates who might be able to make introductions to the targets.
- Send a letter and attach the "It May Not Be A Learning Issue" flyer. (Follow up with phone calls — be persistent!)
- Reach out to local political leaders. (You can make them look like heroes!)
- Host a community event and invite people for a free RightEye test.
- Visit doctors and different organizations — and bring the RightEye system with you to demonstrate.
- Post on your website and on Facebook using the RightEye Social Media Guide.

RightEye tests & services

- Functional Vision EyeQ test
- Brain Health EyeQ test
- EyeQ Trainer at-home, computer-based vision exercises



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Email:
success@righteye.com

Sports



Whom to target

- College-bound athletes
- Sport organizations with highly-competitive athletes
- Local colleges
- Personal trainers

What to ask

- Are you familiar with the benefits of sports vision training?
- Are there parents in your community who invest heavily in their child's athletic success? (Travel teams, private trainers, etc.)

What to say

- RightEye Sports Vision EyeQ is a 5-minute eye-tracking test that identifies vision strengths and weaknesses that impact performance.
- EyeQ tests show how an athlete compares to their peers and pros.
- RightEye Sports Vision Trainer is an on-demand sports vision program that you can use with your athletes to improve their vision skills.

RightEye marketing resources

- Introductory email/letter template
- “Your Eyes Can Give You the Edge” flyer
- “Your Eyes Can Give You the Edge” postcard
- Social Media Guide
- righteye.com/sports



Marketing ideas

- Start with a phone call to friends associated with local athletic organizations to ask for introductions.
- Send a letter and attach the “Your Eyes Can Give You the Edge” flyer. (Follow up with phone calls — be persistent!)
- Offer to provide free EyeQ Sports Vision tests at a community event.
- Visit administrators, coaches and other sports organization leaders — and bring the RightEye system with you for a demonstration.
- Post on your website and on Facebook using the RightEye Social Media Guide.

RightEye tests & services

- Sports Vision EyeQ test
- Functional Vision EyeQ test
- EyeQ Trainer at-home, computer-based vision exercises
- Sports Vision Trainer video library



Website Content Guide

Promote your RightEye™ services on your website

In addition to displaying your RightEye marketing materials in your office, be sure to also include it on your website too. Go to the RightEye Success Center at **success.righteye.com** where you can cut/paste RightEye-related service descriptions, as well as find photos, graphics and videos to download.



Website Content Guide

RightEye™

We are proud to offer a more comprehensive vision exam using advanced, state-of-the-art eye-tracking technology. The RightEye system enables our doctors to pinpoint functional vision and brain health issues, identify the root cause of reading problems, and improve athletic performance. In just 5 minutes, this proven, patented technology measures visual skills in ways that a standard eye exam cannot — enabling us to diagnose and treat underlying vision issues that affect our patients' quality of life.

Functional Vision Testing

Your two eyes and brain must all work together to navigate the world. It's this connection that makes up your functional vision. A standard eye exam, however, only checks your eyes' physical health and ability to focus on stationary objects — it doesn't measure critical dynamic vision skills such as eye movement and coordination.

Signs that you may have a functional vision problem include:

- Difficulty concentrating
- Rereading or skipping lines of print
- Short attention span
- Poor reading comprehension
- Poor coordination or balance
- Slow completion of work
- Previous brain trauma (concussions, strokes)
- Loss of interest in reading
- Frequent headaches

RightEye Functional Vision EyeQ is a 5-minute, non-invasive test performed at our offices that could diagnose a functional vision issue and set you on a path to improvement.

Call us to schedule your Functional Vision EyeQ test today.

Sports Vision Program

In sports, almost 80% of perceptual input is visual. But even 20/20 vision does not mean athletes are performing at their peak. Objects don't just sit there. They move. Fast. Regular eye exams may reveal that you can see clearly, but they can't tell how well you ascertain where a ball is in space, how fast it's traveling or if it's changing direction.

That's why we offer vision testing designed specifically for athletes. Using state-of-the-art eye-tracking technology, we can measure the specific vision skills that affect reflexes and hand-eye coordination, including:

- Eye movement speed
- Processing speed
- Dynamic visual focus
- Smooth visual pursuit
- Simple reaction time
- Choice reaction time
- Binocular vision skills
- Visual concentration
- Contrast sensitivity

RightEye Sports Vision EyeQ measures and analyzes your eye movement, brain processing and reaction time against peers, amateurs and pro athletes. When the report identifies opportunities for improvement, our optometrists will customize a plan for you, built from an online library of 150+ training drills. And in just a few weeks, you could be upping your game.

Call us to schedule your Sports Vision EyeQ test today.

Reading Assessments

One in four children has a vision problem that affects learning — a vision problem that is often misinterpreted as disinterest, sleepiness, dyslexia or ADHD. Eyesight (the ability to receive input through the eye) is not the same as vision (the ability to understand what that input is). Recognizing this distinction has monumental implications. Even a child with 20/20 eyesight can have a vision issue at the core of their learning problem.

To complicate matters, vision-related learning problems share the same symptoms as countless learning disability diagnoses, including:

- Difficulty concentrating
- Rereading or skipping lines of print
- Letter reversals
- Difficulty recognizing words
- Short attention span
- Poor reading comprehension
- Poor handwriting
- Slow completion of work
- Loss of interest in reading

But thanks to RightEye's Reading Assessment test, our doctors are able to expose vision and brain health in ways not possible from standard eye tests, gifting you with the opportunity to change your child's life forever.

Call us to schedule your child's reading vision assessment today.

At-Home Vision Exercises

If you've been diagnosed with a functional or sports vision issue, our doctors can set you up with at-home exercises you can do online. All you need is a computer and an internet connection.

Based on your RightEye EyeQ test results, we'll assign a series of exercises you complete at home under our supervision. EyeQ Trainer is a non-invasive, computer-based treatment proven to help improve your functional vision. It rehabilitates all six movement systems of the eye and promotes positive neuroplasticity, the ability of the brain to make important neural connections.

Key benefits of the solution include:

- Simple, low-intensity exercises
- Done at home, on your own schedule
- Uses your own computer
- Takes just 5 minutes, twice a day
- Trains all 12 eye muscles
- Noticeable improvement, often within a few weeks

The result — improved functional vision and smoother, more accurate eye movements — can lead to better focus and concentration, improved balance and hand-eye coordination, and enhanced performance in everything from reading to driving to sports. EyeQ Trainer is personalized to your specific needs, so that we can focus on those areas that affect you most.

Call us today to learn more about EyeQ Trainer.



Success Center:
success.righteye.com



Community:
righteye.com/insiders



Email:
success@righteye.com



Social Media Best Practices

Follow these guidelines for high-quality content on social media.

Tips & guidelines

- **Use pictures.** Posts with images get 2.5x more likes, shares and comments. Videos do even better (10 – 90 seconds)!
 - » Photos of your own office, staff and patients are always best, but you can use istockphoto.com or pexels.com.
- **Use graphics.** If you have a good statistical fact, create a graphic. (Try canva.com)
- **Tell stories.** Share real patient success stories using, videos, images and quotes where possible.
 - » TIP: If you tell patients you'll only use their first name, they're more likely to participate.
- **Post regularly.** Try to post at least once per week.
 - » Facebook is your best channel. But depending on your demographic, Instagram and Twitter can also be good.
- **Be clear.** Use clear language with one call to action that tells the reader what to do next.
 - » Ex: "Call Our Office" or "Schedule a Free Evaluation" or "Visit Our Website"

Facebook guidelines



- **Keep it short!** No more than about 80 characters for your regular posts.
- **Pay for more reach.** Besides regular posts, Facebook offers "paid posts." If you target only your local zip code, these ads are very cost-effective.
 - A few tips when advertising:
 - » Ideal word counts:
 - Headline: 5 words
 - Main text above image or video: 14 words
 - Description below headline: 18 words
 - » See www.tinyurl.com/FB-for-RightEye
 - **Stream videos live.** Facebook Live videos are watched 3x longer and commented on 10x more than any other video type.

Social Media Best Practices

Anatomy of a good post

Attention-grabbing description

Clear Call-to-Action or "Next Step"

Bold, relevant image



Anne Optometry

30 mins •

- One in four children has a vision problem that affects learning, often mistaken as disinterest, sleepiness or ADHD. In just minutes, our new FDA-cleared RightEye eye-tracking test exposes vision and brain health in ways not possible from standard eye exams.
- Learn more at [website].



TIP: Download this image and others from the RightEye Success Center.

You, John Smith and 7 others

Like

Comment

Share

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success.righteye.com

Community:
righteye.com/insiders

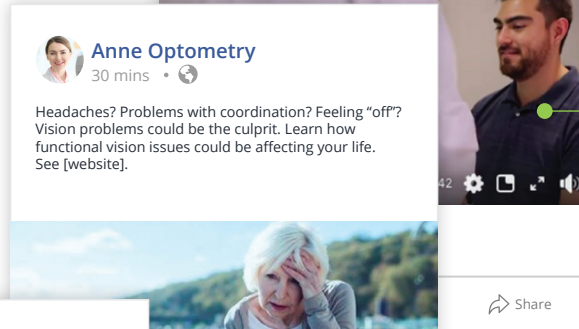
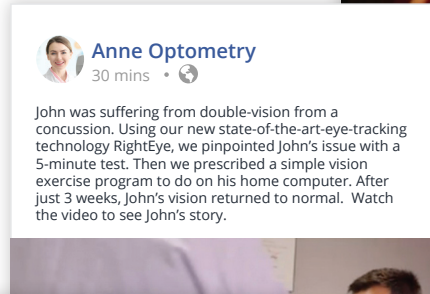
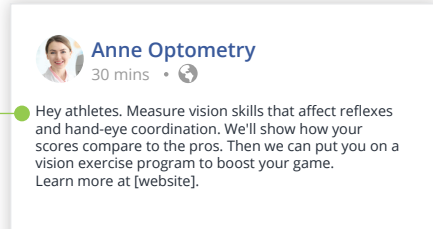
Email:
success@righteye.com



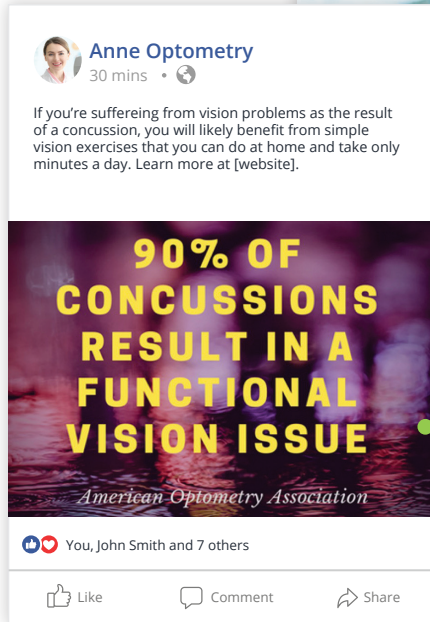
Social Media Best Practices

More examples

Use energetic language



Use personal stories. Short videos get even more attention



Use provocative images. Get inexpensive pro shots at istockphoto.com

Interesting facts drive more Likes and Shares. Use Canva.com to easily create original graphics

Success Center:
success.righteye.com

Community:
righteye.com/insiders

Email:
success@righteye.com



Social Media Best Practices

Sports

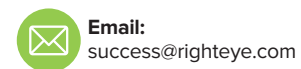
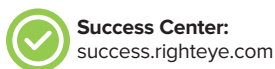
- Post 1:** Hey athletes. Measure vision skills that affect reflexes and hand-eye coordination. We'll show how your scores compare to the pros. Then we can put you on a vision exercise program to boost your game. Learn more at [website].
- Post 2:** For athletes, there is an objective sports vision test that is a game changer. Let us measure and compare your reaction time to the pros'. Learn more at [website].
- Post 3:** Athletes: Measure vision skills that affect reflexes and hand-eye coordination. Learn how: [Link to website].
- Post 4:** Your eyes can give you an edge on the competition. Give us 5 minutes to show you how. [Link to website].
- Post 5:** More than 3,000 pro athletes have used RightEye Sports Vision tests to beat the competition. Compare your reaction time to the pros'. [Link to website].
- Post 6:** Raise athletic potential and performance through proven eye-tracking technology. Let us show you how: [Link to website].

Reading

- Post 1:** One in four children has a vision problem that affects learning, often mistaken as disinterest, sleepiness or ADHD. In just minutes, our new FDA-cleared RightEye eye-tracking test exposes vision and brain health in ways not possible from standard eye exams. Learn more at [website].
- Post 2:** 50% of vision disorders go undiagnosed. Now there's a proven non-invasive test to change that. Learn more at [website].
- Post 3:** RightEye Reading EyeQ tests objectively analyze 20 vision and reading skills that you don't get from a regular eye exam. See what this means for your child: [website].
- Post 4:** Identify hidden vision issues with the FDA-cleared RightEye EyeQ test. It reveals how your child sees and where they can improve. Here's how: [Link to website].
- Post 5:** Your child deserves more effective care through the RightEye Reading EyeQ report. It measures eye movements and identifies dysfunction that hinders learning.
- Post 6:** Vision disorders share symptoms with learning disabilities, such as low comprehension and short attention span. See how we measure the difference: [Link].

Functional Vision

- Post 1:** Headaches? Problems with coordination? Feeling "off"? Vision problems could be the culprit. Learn how functional vision issues could be affecting your life. See [website].
- Post 2:** Are your eyes 20/20, but you're still having trouble seeing? The state-of-the-art RightEye eye-tracking test can uncover the real problem. It's non-invasive. Takes just 5-minutes. And FDA cleared. [website].
- Post 3:** Simple activities like driving or walking require dynamic vision skills that an eye chart can't measure alone. But now there's a test that can. Learn more at [website].
- Post 4:** Life's most basic activities require a complex range of dynamic vision skills that an eye chart cannot measure alone. This FDA-cleared test can help. [Link to website].
- Post 5:** Difficulty concentrating may be a sign of a vision problem. The 5-minute RightEye EyeQ test tracks vision skills and sets you up for full functionality. [Link to website].
- Post 6:** Standard eye exams only check your eyes' physical health, not critical dynamic vision skills like eye teaming and movement. The proven EyeQ test does: [Link to website].

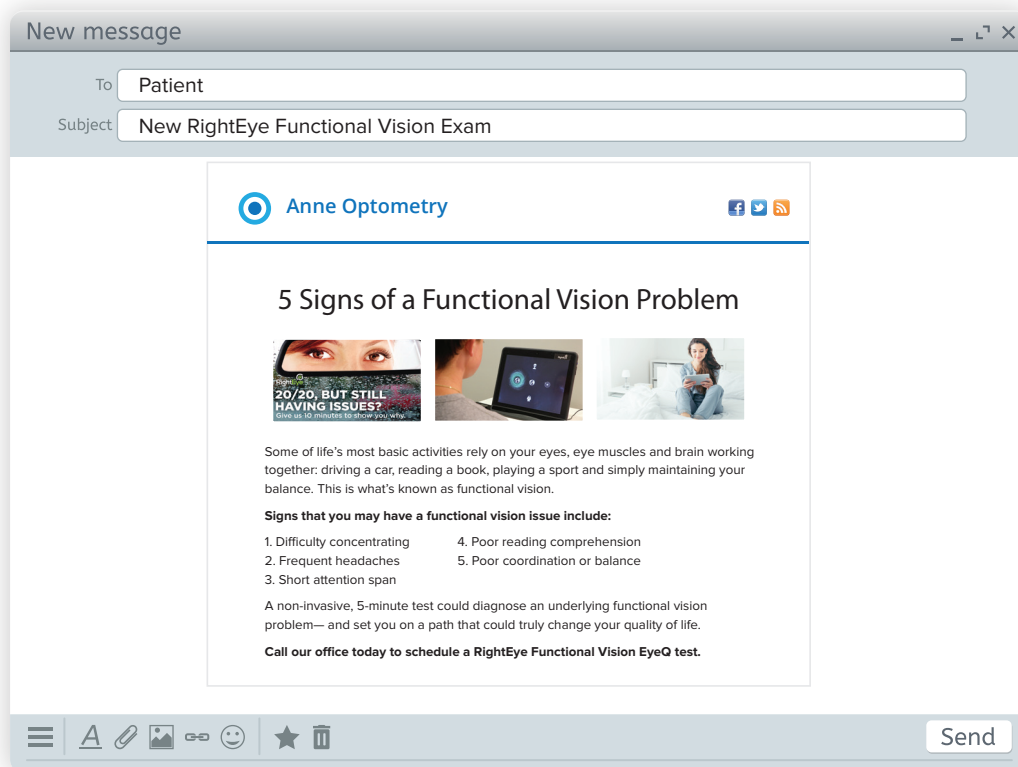




Email Content Samples

Promote your RightEye solutions via email.

Use the ready-to-post content on the following pages to promote your RightEye services. To copy and paste descriptions from a digital file, as well as choose from a library of images, visit the RightEye Success Center at **success.righteye.com**.



Email Content Samples



Functional Vision EyeQ

Subject line options:

- 5 signs of a functional vision problem
- This vision test could change your life

Email body: Some of life's most basic activities rely on your eyes, eye muscles and brain working together: driving a car, reading a book, playing a sport and simply maintaining your balance. This is what's known as functional vision.

Signs that you may have a functional vision issue include:

1. Difficulty concentrating
2. Frequent headaches
3. Short attention span
4. Poor reading comprehension
5. Poor coordination or balance

A non-invasive, 5-minute test could diagnose an underlying functional vision problem — and set you on a path that could truly change your quality of life.

Call our office today to schedule a RightEye Functional Vision EyeQ test: [insert phone number]

Sports Vision EyeQ

Subject line options:

- Up your game today with this eye test
- Pro players take this eye test – have you?

Email body: In sports, almost 80% of perceptual input is visual. But even 20/20 vision does not mean athletes are performing at their peak. Objects don't just sit there. They move. Fast. Regular eye exams may reveal that you can see clearly, but they can't tell how well you ascertain where a ball is in space, how fast it's traveling or if it's changing direction. Using a RightEye Sports Vision EyeQ test, we can precisely measure the specific vision skills that affect your reflexes and hand-eye coordination, including:

- Eye speed
- Reaction time
- Visual concentration
- Processing speed
- Object tracking

In just 5 minutes, we can put you a path to upping your game. Call our office today to schedule your RightEye Sports Vision EyeQ test: [insert phone number].

Reading EyeQ

Subject line options:

- This eye test could change your child's life
- Learning disability or vision issue?

Email body: One in four children has a vision problem that affects learning—a vision problem that is often misinterpreted as disinterest, sleepiness, dyslexia or ADHD. But thanks to breakthrough technology, we now have the ability to assess vision and brain health in ways not possible from standard eye tests. Using a non-invasive RightEye Reading EyeQ test, we can precisely measure and record your child's eye movements in just minutes. You'll receive the results in an easy-to-read chart, as well as customized treatments your child does at home.

Call our office today to schedule an appointment that could transform your child's life forever: [insert phone number].



Success Center:
success.righteye.com



Community:
righteye.com/insiders



Email:
success@righteye.com



Everything you need — online

RightEye Success Center

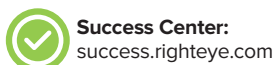
Access to marketing materials, turnkey content and training materials is just a click away. You'll find everything you need to grow your RightEye business in our online Success Center at success.righteye.com

Here are just a few of the things you can do via the portal:

- Re-order the brochures, flyers, stickers, etc., that were included in your Business-in-a-Box
- Customize marketing materials (e.g., postcards and flyers) with your practice information
- Copy and paste digital content for your office, website and social channels
- Access product guides and videos on how to use your system and understand reports
- Learn about the latest technical support updates

...and more!

Visit Success.RightEye.com



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righteye.com/insiders



Email:
success@righteye.com

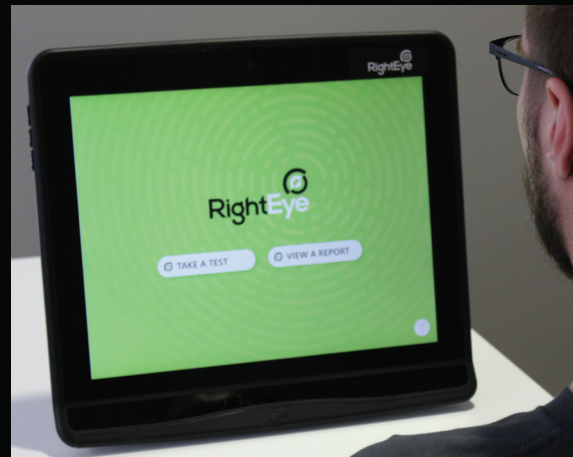
Signs you may have a functional vision problem:

- Difficulty concentrating
- Rereading or skipping lines of print
- Short attention span
- Poor reading comprehension
- Poor coordination or balance
- Slow completion of work
- Previous brain trauma (concussions, strokes)
- Loss of interest in reading
- Headaches



A life-changing test is just minutes away.

In just 5 minutes, RightEye's EyeQ™ test will provide meaningful information about your functional vision that could transform your life. If you have questions or would like more information, talk with your optometrist.



KNOW YOUR EyeQ

The vision test that could change your life.





What is functional vision?

Life's most basic activities rely on your eyes, eye muscles and brain working together to navigate the world:

- Driving a car
- Walking up and down stairs
- Playing a sport
- Reading a book
- Watching a movie
- Maintaining your balance
- And more



It's this eye-muscle-brain connection that creates your functional vision. And when your functional vision is out of sync, it can impact your life in big and often unexpected ways.

A More Comprehensive Eye Exam

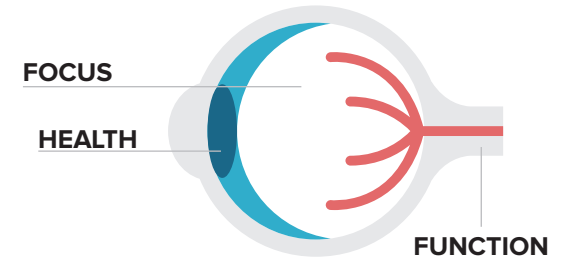
What does a functional vision test measure?

RightEye's EyeQ test has been cleared by the FDA and uncovers issues with your:

- Eye alignment
- Object tracking
- Dynamic visual focusing
- Eye movement
- Depth perception
- Eye-hand coordination
- Visual perception
- Visual integration

20/20 eyesight does not mean perfect vision

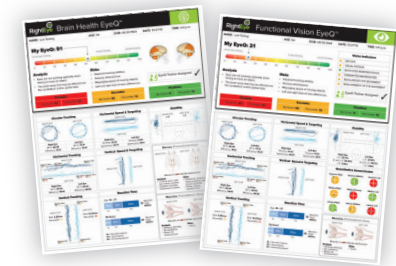
Today's standard eye exam only checks your eyes' physical health and ability to focus. It looks for disease (such as glaucoma and cataracts) and measures your ability to see 20/20. It doesn't, however, evaluate how well your eyes move or work together (or function).



Focus: How clearly your eyes can see a stationary object (using an eye chart)

Health: The physical condition of your eyes (checking dry eye, glaucoma, cataracts, etc.)

Function: How well the eyes and eye muscles work together to send signals to your brain



DID YOU KNOW?

- 50% of vision disorders go undiagnosed
- 90% of all concussions result in eye-movement dysfunction
- 1 in 4 children has a vision problem that affects learning
- Most functional vision issues are addressable with simple exercises





20/20, BUT STILL HAVING ISSUES?

Give us 10 minutes to show you why.



Our world is far from static. From driving a car to reading a book and beyond, life's most basic activities require a complex range of dynamic vision skills — skills that an eye chart alone cannot measure. When these skills are out of sync, it can impact you in big and often unexpected ways. But in just a few minutes, a RightEye EyeQ™ test could find an underlying problem with your functional vision — and help transform your life.

Ask us about RightEye today.

**LEARN
MORE**



A new eye test could change your life.



Your vision needs more than 20/20

Your two eyes and brain must all work together to navigate the world and it's this connection that makes up your functional vision. Today's standard eye exam, however, only checks your eyes' physical health and ability to focus on stationary objects — it doesn't measure critical dynamic vision skills such as eye teaming and eye movement.

Now, thanks to RightEye's state-of-the-art eye-tracking technology, your doctor can also analyze your functional vision and brain health using a Functional Vision EyeQ test.

50% of vision disorders go undiagnosed

90% of all concussions result in eye-movement dysfunction

1 in 4 children has a vision problem that affects learning

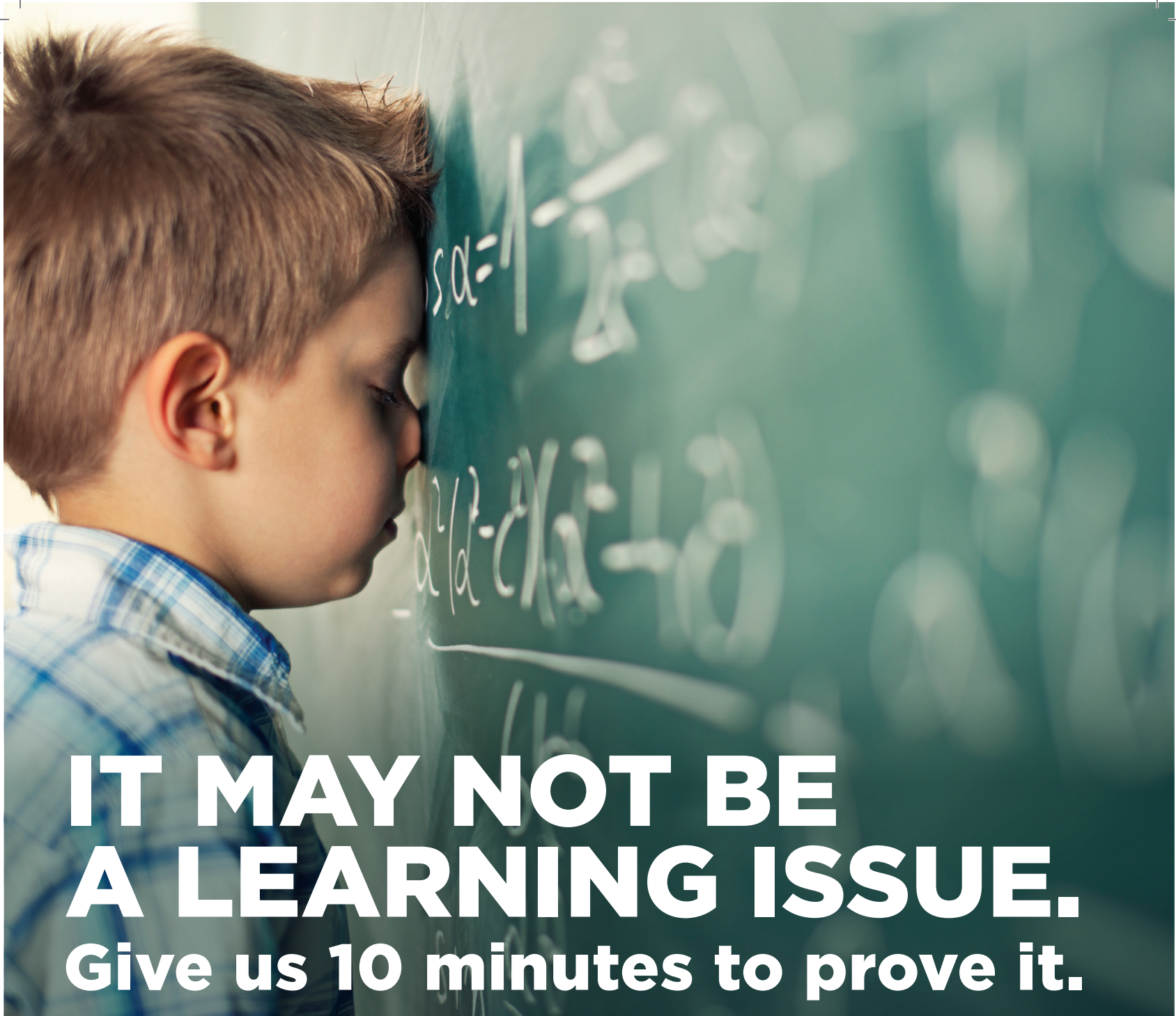
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- Poor coordination or balance
- Slow completion of work
- Previous brain trauma (concussions, strokes)
- Loss of interest in reading
- Headaches



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IT MAY NOT BE A LEARNING ISSUE. Give us 10 minutes to prove it.



One in four children has a vision problem that affects learning — a vision problem that is often misinterpreted as disinterest, sleepiness, dyslexia or ADHD. But in just a few minutes the RightEye™ system exposes vision and brain health in ways not possible from standard eye tests, gifting you with the opportunity to change your child's life forever.

Ask us about RightEye today.

**LEARN
MORE**



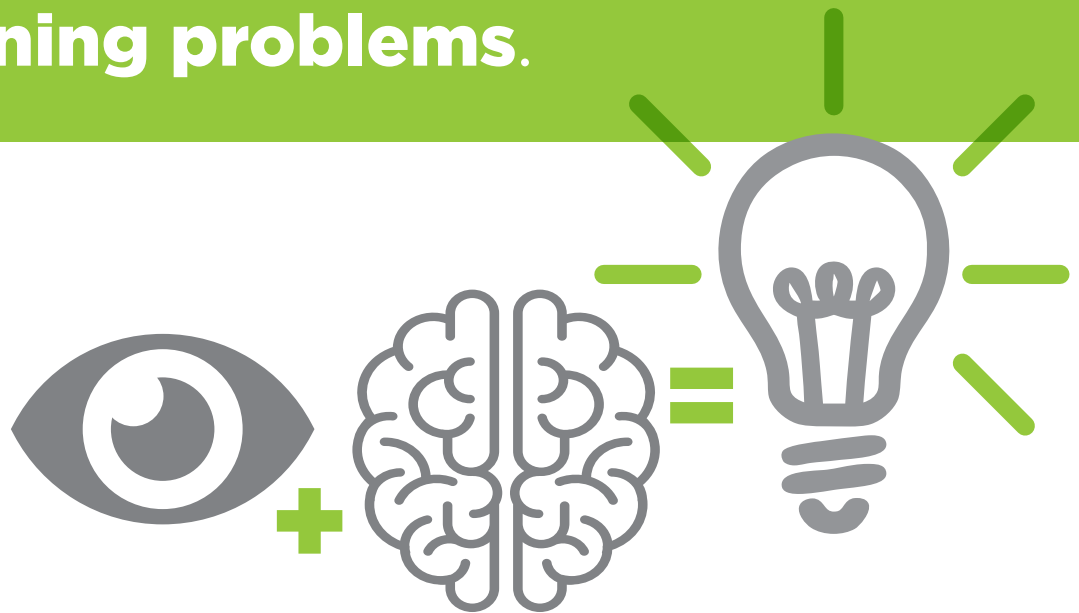
Why a child's **vision problems** look like **learning problems**.

Eyesight (the ability to receive input through the eye) is not the same as vision (the ability to understand what that input is).

Recognizing this distinction has monumental implications. Even a child with 20/20 eyesight can have a vision issue at the core of their learning problem.

To complicate matters, vision-related learning problems share the same symptoms as countless learning disability diagnoses, including:

- Difficulty concentrating
- Rereading or skipping lines of print
- Letter reversals
- Difficulty recognizing words
- Short attention span
- Poor reading comprehension
- Poor handwriting
- Slow completion of work
- Loss of interest in reading



Why your child deserves a RightEye vision test.

Vision happens in the brain and involves more than 24 skills, each of which is critical to a child's overall development, especially academic achievement. Typical eye exams only expose two or three of these skills. The non-invasive RightEye system reveals almost 20.

RightEye's proven eye-tracking system precisely measures and records your child's eye movements and enables your doctor to identify undiagnosed vision and brain processing issues in minutes. You'll receive the results in an easy-to-read chart, as well as customized treatments you then do with your child at home.

Why your child's eyes need your voice.

Children rarely question their vision because they assume everyone processes information the same way. And unlike speech problems, which can easily be heard, it used to be impossible to unlock vision acumen. Thankfully today, more and more doctors are offering the simple, non-invasive RightEye test. Including yours.

Ask us about RightEye today.

RightEye

righteye.com



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YOUR EYES CAN GIVE YOU THE EDGE.

Give us 10 minutes to show you how.



You don't play for participation trophies or a pat on the back. You have a hunger to perform at the highest level and be the best. That's where the RightEye EyeQ™ vision test and training come in. Fast eyes support fast hands and feet, and RightEye's Sports Vision trainer is proven to up your game—quickly.

**You want to know how to beat your competition?
Schedule your Sports Vision EyeQ test
to find out.**

JOIN 1000+ PRO PLAYERS
FROM MLB, NFL, NHL AND NBA WHO HAVE USED RIGHTEYE.

**LEARN
MORE**

Your doctor can change your game.

20/20 vision is only the starting line



With Sports Vision EyeQ and EyeQ Trainer, your doctor can identify your vision strengths and areas for improvement to raise your performance to the next level.



1. Measure athletic potential.

With a 5-minute EyeQ test, identify your vision strengths and weaknesses impacting your performance.



2. Compare to peers and pros.

See how your personal scores measure up against those of peers and elites.



3. Improve with EyeQ Trainer.

Boost your ability with easy-to-master training drills that you do at home.



4. Measure progress.

Retest with Sports Vision EyeQ at your next appointment.

In sports, almost 80% of perceptual input is visual. But even 20/20 vision does not mean athletes are performing at their peak.

In sports, objects don't just sit there. They move. Fast. Regular eye exams may reveal that you can see clearly, but they can't tell how well you ascertain where a ball is in space, how fast it's traveling or if it's changing direction.

RightEye precisely measures the specific vision skills that affect reflexes and hand-eye coordination, including:

- Eye movement speed
- Processing speed
- Dynamic visual focus
- Smooth visual pursuit
- Discriminate reaction time
- Choice reaction time
- Binocular vision skills
- Visual concentration
- Contrast sensitivity

Don't just sit there.

RightEye Sports Vision EyeQ measures and analyzes your eye movement, brain processing and reaction time against peers, amateurs and pro athletes. When RightEye identifies opportunities for improvement, it customizes an exercise plan from an online library of 150+ training drills.

Your doctor will measure progress in the office. You'll measure it on the field!



righteye.com



Ask us about RightEye today.