

smartbook

POWERED BY 4PATIENTCARE AND ESSILOR

A no-cost upgrade for Essilor Experts™ *

SmartBook goes beyond standard online booking and patient engagement to offer what other solutions can't:



Our best-in-class advertising drives patients to your prioritized Essilor Locator listing to book



We create purchase-ready patients with product education and brand messaging



Opportunities for positive public reviews bring you more high-value patients

For questions or to schedule your demo, visit www.essilorpro.com/smartbook

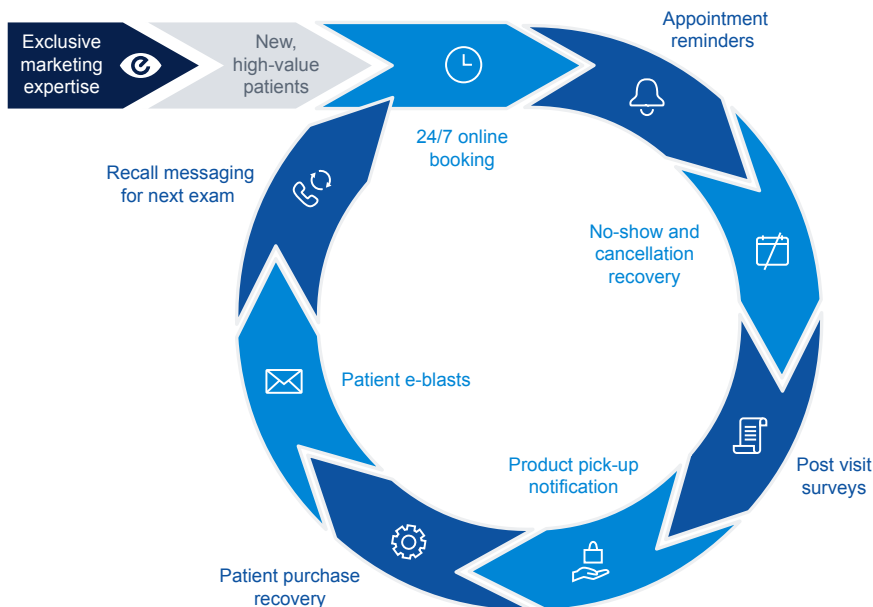
Ready to enroll? Request your unique registration link at smartbook@essilorusa.com

*SmartBook is available at no cost for Vision Source, PERC, Opti-Port, and EssilorLuxottica 360™ Essilor Experts



An Optimized Full-Circle Patient Journey

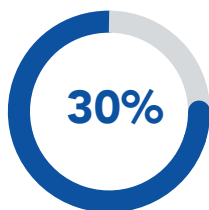
We use best-in-class patient engagement strategies to build loyalty and encourage purchases



Essilor Experts using SmartBook get better results **



More patients per week



Fewer expensive no-shows



Per week in potential incremental product sales

“SmartBook has been a tremendous addition and asset to our practice. It has **eased pressure on staff** not to have to confirm appointments and has **driven overdue patients back into the practice.**”

Dr. Gene Harrison
Vision Source of Oneonta

“The **branded patient communications** help **“plant the seeds”** before the patient even comes in, which cuts down on the amount of time my opticians and I have to spend **educating patients on the importance of premium products.**”

Dr. Shazeen Ali
Ranch Road Vision Source

**No-shows vs. 2019 industry average; product sales and more patients vs. non-SmartBook Essilor Experts