



Provided for your practice by **VISTAKON®**



We are excited to provide you a proven Direct-To-Patient marketing tool, PatientMiner™, that will help increase sales of VISTAKON® contact lenses through your practice.

What is PatientMiner™?

PatientMiner is innovation in targeted direct marketing! It's a unique HIPAA-compliant delivery vehicle that automatically targets patients that are selected using demographic data from your computer.

PatientMiner enables you to send out informational letters that are personalized to your patients and on your letterhead. From "Mining to Mailing" it's fast, easy, runs in your office, and each mailing is done automatically for you!

Why Participate with PatientMiner™?

We know you wear many hats. Beyond successful diagnosis & treatment you must build practice profitability through professional marketing. Regular patient recall and communication build better patient retention. Reminding patients of your services and new beneficial products available at your practice is also a key to profitability.

Considering that it can cost up to 10 times more to acquire a new customer than to retain an existing one, why not let PatientMiner help you reach out to your existing patient base? It's fast, easy and secure.

How Does PatientMiner™ Work?

Review the content of the prepared PatientMiner letter with your VISTAKON® Representative and let them know that your practice wants to participate in the funded mailing.

In a few days, your practice will be contacted by a customer service representative from TOS Systems to download a small software program onto a computer in your practice. This software "mines" the patient data in your computer to create your targeted patient list. Your patient list is securely transmitted to TOS Systems who, on your behalf, fulfills your first class mailing.

In less than 15 minutes your practice can complete a professionally prepared targeted patient mailing!

Frequently Asked Questions & Data Privacy

Who is TOS Systems?

We have contracted TOS Systems to offer PatientMiner to you. As an established technology company, TOS System's expertise is with practice management software and secure data handling. Thousands of healthcare practices currently reach their patients through PatientMiner enabled communications.

Will anyone contact your patients?

NO. Your patients will only receive the letter from your practice, once. After the mailing is complete, your patient target list is destroyed and not shared with any other party. TOS Systems provides assurance with a signed "HIPAA Business Associate Agreement" that details the steps implemented to protect the privacy of your valuable patient data. Data privacy is at the core of TOS System's business success.

Will VISTAKON® have access to my patient list?

NO. Only TOS Systems will have temporary access to your patient target list for the purpose of fulfilling this single mailing. VISTAKON® never sees any patient information.

Why can we trust TOS Systems with our patient data?

TOS Systems has established an impressive track record of flawlessly protecting the privacy of patient data while providing PatientMiner to thousands of customers of such well respected companies as CIBA Vision, Essilor, and Purina. These companies have approved TOS System's methods for securing patient data and all participating practices have been satisfied with the result.

What's in it for our practice?

VISTAKON® is providing the opportunity to extend your patient reach and build upon your patient relationships. Research has shown that customers leave because of indifference or because they think no one cares.

VISTAKON® values our relationship with your practice. Funding PatientMiner letters for you is a new way to support your business by helping you alert your customers about innovative new products available at your practice.

Please contact TOS Systems directly with any additional questions or concerns.

TOS Systems, Inc.
Ph: 800-815-3218
admin@patientminer.com



To participate with the PatientMiner™ ACUVUE® Brand *Bifocal* Contact Lenses letter, your office must satisfy the following two requirements:

1. Have Internet access.
- 2a. Be using one of the following practice management software systems to record sales of ACUVUE® Brand *Bifocal* Contact Lenses

System	Version
OfficeMate Windows	2.33 – 7
Compulink (aka EyeCare Advantage)	7 – 9
EyeCom2	5
Practice Maximus	3.2 and higher
EZ-Frame (aka Luxottica)	1.5

OR:

- 2b. Be able to export a list of names and addresses of patients currently fit with ACUVUE® Brand *Bifocal* Contact Lenses.

If you have questions, please contact us at **800-815-3218** prior to signing up for the program.

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