

ADVANCE NOTICE

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WORLD SIGHT DAY IS OCTOBER 11, 2018



October 11th, 2018 is World Sight Day --an annual day of awareness and action and an important advocacy and communications opportunity for the eye health community. It's a call for the global optometric community to come together to create a world where everyone can see, no matter who they are or where they live.

There are more than 1.2 billion people around the world who are blind or vision impaired because they don't have access to an eye exam and a pair of glasses. This includes millions of children whose futures depend on the vision correction they need to learn at school.

Here are ways that you and your Practice can make a difference:

- **Pledge to donate a day of eye exam fees in October**
- **Pledge to donate an amount from every frame sold or eye exam given in October**
- **Place a donation box and invite patients to donate and/or hold fun fundraising events in the office**
- **Consider matching patient donations for a month or more**

THE ESSILOR VISION FOUNDATION CELEBRATES WORLD SIGHT DAY

At Essilor Vision Foundation, World Sight Day is all about kids. For the past few years, the non-profit organization has hosted Kids Vision Fest one week before World Sight Day. This year's event will take place on October 4.

Approximately 400 students from area elementary schools, who have been pre-screened by their school nurse and identified as having a vision issue, will come to Essilor of America's Dallas campus, where they will be greeted by cheering employee volunteers. The students are then paired up with one of the dozens of volunteer ODs who conduct eye exams. It's estimated that one in four children in the U.S. has a vision problem that affects their ability to learn and on average, 30 percent of the kids who attend Kids Vision Fest fail their vision screenings. Those who do and need glasses are guided to the optical area, prescription in hand, to choose from a wide variety of donated frames.



The event is very popular among students. James was thrilled when he got a pair of glasses at the 2017 Kids Vision Fest. "I'm going to be able to see my friends! I love my glasses!"

On World Sight Day, Essilor Vision Foundation team members will personally deliver glasses to students at one of the elementary schools that attended Kids Vision Fest.

School nurses who have participated are also big fans. "Everything we learn is through our eyes, so if the kids can't see, they can't learn," says school nurse Dwayna Griffin. "To see the kids put the glasses on and watch the amazement on their faces when they see for the first time is so moving. Seeing them smile makes it worth it for us all."

Essilor Vision Foundation President Kim Schuy says these activities are another way the organization works to support its mission. "We're focused on empowering children in underserved communities to make sure their parents, teachers and communities understand the impact that

good vision can have to help a child reach their potential."

You don't have to wait until World Sight Day to get involved in your community. Essilor Vision Foundation has a number of ways you can give back. Visit <https://www.evfusa.org/get-involved/eye-doctors> to learn more.

HELP US, HELP YOU—ONLINE ORDERING AND ELECTRONIC ORDER LOOKUP

Are you ordering your Rx's electronically through Advance Optical? If you aren't, here's why you should:

- **Faster processing:** Orders begin as soon as they are entered, even after hours or on weekends!
- **Fewer errors:** Less keying in the order = fewer mistakes
- **Less return calls to you:** Minimizes need for additional Rx information
- **Facilitates Consistency:** Streamlines communications and ordering procedures for your staff
- **Convenience:** Allows you to start the order when it's best for you—24/7
- **Job Checking:** Job status is available for easy lookup



For help getting set up on electronic ordering, give us a call at 800-462-6723 or 585-427-0800

SPOTLIGHT ON SHAMIR



Shamir Autograph Intelligence™ is a new lens design that optimally matches the wearer's visual age and needs such as lifestyle, habits, use of digital devices, and more.

With the aim of developing the best possible lens that can adapt to the diversity of every patient's visual needs, Shamir embarked on an extensive research project utilizing methods of Big Data and elements of Artificial Intelligence, while factoring a range of parameters including life styles, habits, use of digital devices, and more.

Shamir Autograph Intelligence™ will be offered in Variable (11 mm and up) and fixed (11 mm, 13mm, 15mm, and 18mm) fitting heights, and will be available in Shamir's full range of available materials.

More info and pricing will be available soon.

JOIN THE FIGHT IN HELPING CURE BREAST CANCER



HILCO has contributed more than \$35,000 to the Breast Cancer Foundation through their "Think Pink" campaign.

October is National Breast Cancer Awareness month and Hilco will continue to contribute a portion of all sales generated by any Hilco Breast Cancer Awareness products all year long. Call for more information on these BCA products.

Don't wait ...call today to place your order and join us in the fight to cure this disease!

"Think Pink" Lens Care Kit

- Includes:
- Lens cleaner.68 oz
 - 6" x 7" embossed microfiber cloth
 - Storage pouch



Item # 44/816/0000	1-12	\$2.60 ea.
	12-23	\$2.33 ea.
	24+	\$2.08 ea.

"Think Pink" Cleaner/Combo Set

- Includes:
- Lens cleaner .2 oz.
 - 6" x 7" microfiber cloth



Item # 44/089/0999	1-47	\$3.01 ea.
	48-99	\$2.71 ea.
	100+	\$2.41 ea.

WE THE PEOPLE! GETTING TO KNOW YOUR ADVANCE OPTICAL



Sharon Falcone
Frame Department
1 month serving our customers

Job Responsibility:	Frame Department
The best part of your job?	Working with the staff at Advance
Favorite Food?	Anything Italian
Favorite Movie?	Beaches
Place in the world you'd most like to see?	Italy
Hobbies, favorite activities in your free time?	Hiking, Fishing, Kayaking
Interesting fact(s) that people might not know?	I was in the U.S. Army and I volunteer at homeless shelters.