



Vendor Highlights

Primary Eyecare Network

September 2009

Essilor puts Profit back in Your Practice



Essilor Laboratories of America has been a long-time partner with PEN in support of independent optometry. Over the years, Essilor has offered exclusive PEN Member promos and has been a major sponsor of PEN Education programs, both financially and through co-sponsorship of events such as PIO 2009.

PEN Members are among the most successful practices in the nation. That level of expertise allows our members to take advantage of opportunities to become even more successful. Therefore, Essilor and PEN have teamed together once again to offer PEN Members a program that can significantly increase your profitability.

The Premium Accounts Program from Essilor is your opportunity to maximize your practice profitability through your PEN Membership!

Attain a \$4,000 or more per month average in lab services and receive a 4% quarterly rebate from Essilor Laboratories of America. (Rebates are paid on total discountable Rx sales, after discounts have been applied, and not on net packages or stock sales.)

Join other successful PEN Members who are already receiving their 4% quarterly rebates. Contact your Essilor rep today at to find out about your current monthly purchases and ways you can build volume in order to qualify for your quarterly rebates from Essilor.

Educational Opportunities from Essilor

The Essilor Knowledge Bank is a comprehensive "bank" of online courses for opticians that features six (6) ABO-certified courses (one hour of CE per course), with one released every two months over a one year span. Simply access this website, www.totallyoptical.com/knowledgebank, and complete a short online registration to get started. There is no charge to participants.

Luxottica Presents an Innovative Program



Luxottica Group's first **"Working Together Series: Share, Inspire and Lead"** will be launched this month, designed to foster meaningful dialogue and support the growth of private practitioners.

Open first to PEN Members (at no cost), eyecare professionals and their staff members are invited to participate in valuable seminars and panel discussions conducted by Luxottica's senior executives.

Topics will include:

- Advancing quality eye care and eyewear
- The benefits of a medically based practice
- The revenue potential of vision plans such as Eye Med
- Optimizing patient visits through proven dispensing techniques

The Working Together Series reinforces Luxottica's commitment to supporting independent practitioners and investing in the growth of quality eye care and eyewear for everyone.

2009 Working Together Series Schedule:

San Diego 9/9/09	Palo Alto 9/15/09	Houston 10/13/09
Newport Beach 9/10/09	Sacramento 9/16/09	Chicago 10/15/09
Los Angeles 9/14/09	Portland 9/17/09	

Luxottica Collection, Spring 2010 Exclusive Sneak Preview & Special Offers!



For times, hotel information or to register, please contact Ken Laibow, Regional Sales Manager, Luxottica Group, at KLaibow@us.luxottica.com or 805-202-9211.

OPTOMETRYGIVINGSIGHT

Transforming lives through the gift of vision

Giving Back to the Optometric Community

While enhanced levels of service are at the forefront of our concentration, we must not forget those individuals who do not have access to even the most basic vision care services. PEN members, like yourself, have realized that in order to give back to the optometric community as a whole, we must extend beyond our own patient bases to truly help those in need.

Optometry Giving Sight – PEN's Philanthropy of Choice

Over 670 million people in developing countries around the world are affected by blindness due to uncorrected refractive error. Optometry Giving Sight has asked PEN to partner with them in support of their global initiative, to end preventable vision impairment, through donations and fundraising programs. Funds raised not only provide means for eye exams and glasses but, furthermore, support the establishment of infrastructure and human resources required for sustainable, quality vision care.

Primary Eyecare Network recognizes the impact of this philanthropy and, with 85% of every dollar going directly to support programs that GIVE SIGHT to those in need, we strongly encourage your contributions.

Get Involved with World Sight Day Challenge

To get involved, PEN is inviting you to participate in the upcoming **World Sight Day Challenge**, a fundraising event organized by Optometry Giving Sight around the internationally recognized "World Sight Day" (this year falling on October 8, 2009).

As an optometric practice, how can you **participate in the World Sight Day Challenge**?

- Donate your eye exam fees to Optometry Giving Sight on any day in October.
- Become a regular donor by contacting the PEN office and asking to have a monthly, yearly, or one-time donation billed to your PEN statement.
- Plan a practice celebration that gets patients and staff involved. Contact PEN to request your free kit of materials. It contains everything you need to create a great practice and community event including a press release promoting your involvement, which Optometry Giving Sight can help you place in your local newspaper.

***To get involved, contact PEN at PEN@PrimaryEye.net or 800-444-9230.**

This year Optometry Giving Sight is highlighting the need of the millions of mothers, wives, and daughters who do not have access to the most basic eye care services. Together, PEN Members can help millions in need!

The logo for the World Sight Day Challenge 09. It features the words "WORLD SIGHT DAY" in large, bold, white capital letters. The letter "O" in "WORLD" is replaced by a small globe showing the Americas. Below "WORLD SIGHT DAY" is a horizontal red line, and then the word "CHALLENGE" in white capital letters, followed by the number "09" in a large, bold, red font.

Akorn, Inc. has announced the addition of Apraclonidine Ophthalmic Solution to its rapidly growing product line. To order, please call 800-932-5676. PEN Members receive a 15-25% discount on products from Akorn.

Akorn is a specialty pharmaceutical company engaged in the development, manufacturing, and marketing of branded and multi-source pharmaceutical products. www.Akorn.com