

# 'Mobil-eyezd'



## VM STAFF REPORT

**I**n the digital communications world, the momentum toward mobile is building to a tidal wave.

By all expert accounts, 2013 is promising to be the year when culture, entertainment, health care and business communications and marketing shift toward the access of information, commerce and services from all forms of digital “screens.” And the implications for health care and eyecare professionals and optical retailers are major.

The research and pace of change is lightning fast. Information from the Pew’s Internet & American Life Project and Vodaphone reveals the following facts

- Among adults 18 years and older, laptop, smart-phone and tablet usage is on the rise, while desktop PC usage is starting to decline. (see chart, page 42).
- In 2011, 48 million people used their mobile devices to access maps.
- In 2011, users check their mobile phones, on average, 120 times per day.
- Tablet sales grew from 17 million in 2011 to 70 million in 2012.
- By 2013, websurfing on a PC will be overtaken by websurfing on a mobile phone.
- By 2013, nearly 50 billion apps will have been downloaded.
- One in four consumers have made a purchase with their mobile phone.

The impact of mobile is also transforming intra office communications among doctors and their peers, doctors and patients.

David Gweipel, of the media firm Qwasi, described the big trend as ‘SoLoMo,’ or ‘social,’ ‘local’ or ‘mobile.’ These are the trends that will drive companies’ digital communications so that they can expand the number of ‘touch points’ with their target consumers. The implications for businesses, as well as for health care professionals, he said, is to make sure that their web presence also involves a mobile strategy.

Gweipel explained, “Mobile sites are optimized across multiple mobile phones and tablets. While the average cell phone user is only moderately engaged with the mobile web, tablet users are highly connected these days. Texting is taking on more importance,

**Continued on page 42**



# Going Mobile

Continued from page 41

so sites need to be optimized to function via mobile. And apps are gaining ground.”

The advent of mobile is changing the way patients are interacting with doctors and how eyecare professionals are extending their connections to their current patients as well as in the hunt for finding new patients.

Back in June of this year, EyeCarePro.net, which develops websites and advises ECPs about digital media, conducted a retroactive analysis of its website data on mobile device usage to access its customer websites. As Michael Porat, COO, noted, “Our data indicated that use of mobile devices to access data of eyecare websites was climbing.”

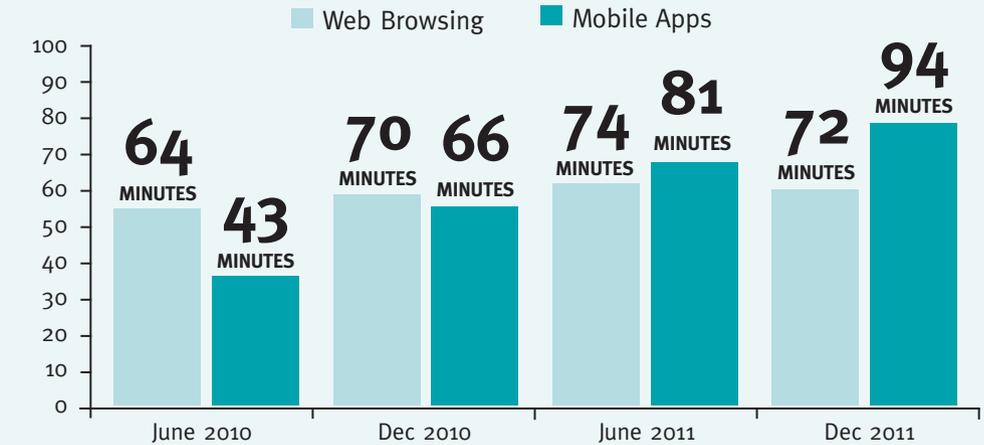
EyeCarePro recently revisited that data and reviewed over 100,000 optometric practice website visits from across a sample of its customers’ sites. Porat said, “While in June, we indicated that our optometric sites showed that almost 15 percent of visitors came from mobile devices, our September findings show an increase to 18 percent. This is a big jump and shows the trend accelerating. We found that iPhone users accounted for 45 percent of these visits (compared with 39 percent) of the visits in June. iPad visits accounted for 24 percent of site visits and iPad users’ page visits and visit duration are almost twice those of other device users.”

EyeCarePro has, in fact, predicted a 50 percent growth in mobile traffic in each of the next three quarters bringing mobile visits to 50 percent of all website traffic by the end of the first quarter, 2013, Porat said.

He advised, “It’s important that ECPs prepare their practice and their online marketing approach for this growing body of mobile users. Your website content and features should be more mobile friendly. Make sure your address, location map, and phone number are easily accessible.”

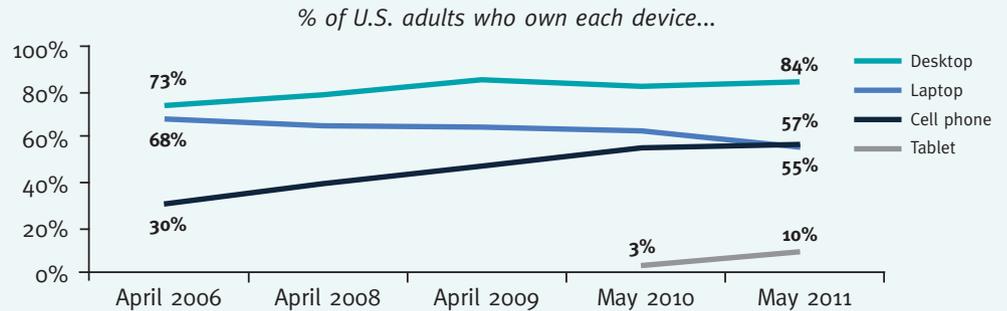
On the following pages, *VM* highlights some of the apps now available to help ECPs capitalize on the mobile explosion and innovate in the way they bring their patients through the eyecare process. ■

## U.S. Mobile Apps vs. Web Consumption, Minutes per Day



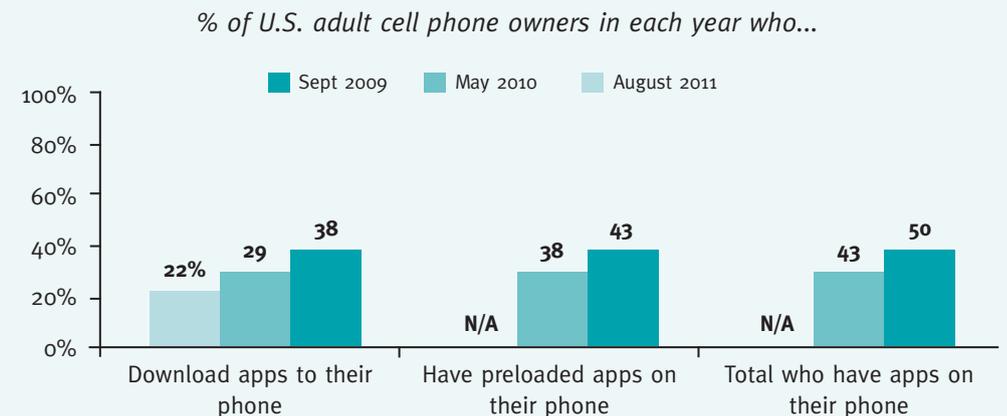
Sources: comSource, Alexa, Flurry Analytics

## Mobile Devices vs. Desktop Computer Usage



Source: Pew Research Center’s Internet & American Life Project Tracking Surveys

## Cell Phone App Downloading on the Rise



Source: Pew Research Center’s Internet & American Life Project



## VSP Optics Group Unveils otto, a Virtual Optical Assistant

RANCHO CORDOVA, Calif.—VSP Optics Group's entry in the burgeoning mobile app category is called otto. Designed as an eyecare practice's virtual optical assistant, otto simplifies digital lens measuring and the dispensing process. Available for the second and third-generation Apple iPad, otto is an easy to use app that helps eyecare professionals (ECPs) simplify measuring and dispensing advanced digital lenses, and brings eyewear consulting, electronic claim filing, and more to the point-of-care.

"otto is a game changer for independent ECPs who are looking to take their practice to the next level," said Don Oakley, president of VSP Optics Group. "In otto, we have developed a fun, empowering and intuitive mobile app that streamlines and automates key processes from the time the patient enters the practice to the time they leave. At its core, otto helps the independent eyecare practice deliver more personalized eyecare and eyewear to patients."

otto's modules include:

- **Patient Check-in and Care:** When a patient arrives at their appointment, they can use otto to fill out new patient forms, securely answer questionnaires, authorize privacy policies and provide insurance information. otto also allows ECPs to check eligibility and obtain VSP patient authorization and explanation of benefits, and when orders are placed, it even estimates patient out-of-pocket costs for select plans. ECPs can also check the status of lab orders and notify patients via text or e-mail when their eyewear is complete and ready for pick-up.
- **'otto-mated' Measurements:** Take photos of your patients with the iPad and otto calculates measurements like pupil distance and segment height. With the ottobox plug-in attached to the iPad, ECPs can take photos of the patient wearing their selected frame, and with the swipe of a finger, otto automatically calculates measure-

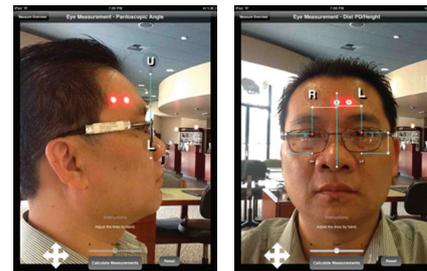
*VSP's otto app helps ECPs simplify measuring and dispensing digital lenses and offers eyewear consulting, electronic claim filing and other features.*



**otto™**  
onetouchtooptical

ments like pantoscopic tilt and back vertex distance to simplify dispensing today's most advanced digital lenses.

- **Vision Screening:** Prior to the eye exam, patients can use otto to complete a variety of tests in order to detect changes in their vision.
- **Frame Styling:** Use otto to access Marchon and Altair frame catalogs or the Frames Data database to offer more frame choices to patients. ECPs can even save favorite frame choices to the patient's file. Patients can also transmit photos of themselves wearing different frames to friends or family in order to get opinions on their choices using Facebook, Twitter or e-mail.
- **Patient Consultation:** Demonstrate the benefits of lens options like anti-reflective and scratch coatings, photochromic and tinted lenses, polarized sunwear and more.



- **Product Selection:** Create new orders for ophthalmic eyewear, sunwear and contact lens orders. Use otto to educate patients on the advantages of multiple pairs of eyewear and premium choices with pre-selected packages or custom lens packages tailored by the practice. Orders are easily confirmed and can be sent to the lab for processing.

Earlier this year, VSP Optics Group announced it had co-developed otto's digital lens fitting and dispensing technology with PFO Global. The two organizations have been in technical collaboration for the past year. VSP Optics Group has applied for patents on the technology and has exclusive distribution rights of the technology.

VSP has produced a short video of otto's introduction at last month's Vision Expo West. It can be viewed at [youtu.be/oHBDKKNFyIw](http://youtu.be/oHBDKKNFyIw). Additional information about otto's expanded functionality, pricing and hardware requirements is available at [www.seeotto.com](http://www.seeotto.com). ■

More →



## Updated EyeXam App Connects ODs With Patients Via Mobile

SANTA CLARA, Calif.—Global EyeVentures ([www.globaleyeventures.com](http://www.globaleyeventures.com)), in partnership with Eyefinity ([www.eyefinity.com](http://www.eyefinity.com)) has debuted its next generation of the EyeXam mobile app and web platform.

“The new EyeXam app adds great value to the marketplace by offering many features to help eye doctors connect with patients, including an enhanced doctor directory, a GPS-based doctor locator, avenues for communicating with EyeXam users, and more,” said Nikki Irvani, OD, founder and CEO of Global EyeVentures.

“The new EyeXam app enables eye doctors across the country to leverage the growing mobile technology to build and enhance relationships with new and existing patients,” she added.

EyeXam, which is available as a free download on The Apple Store, has new features that enable the user to enter a zip code or to use their current location via GPS to locate an eye doctor. VSP providers are automatically listed in the directory, while non-VSP providers can be listed for a fee. Customized listings in the enhanced doctor directory are available for a subscription fee.

In addition, consumers can manage appointments with the app and receive communications from their doctor, including reminders and targeted messages. Doctors can utilize a web-based dashboard to monitor app activity, access a list of everyone who has viewed the app, by e-mail address, and connect with app users.

Similar to its earlier edition, the EyeXam app brings patients through a series of self-screening choices and allows them to share the results on social networks or e-mail. The app also provides the opportunity for live chat with doctors’ offices. ■



*The updated EyeXam app takes patients through vision screenings and also now offers appointment scheduling and GPS doctor location tools.*



## Customizable EyeDocApp Builds Mobile ‘Touch Points’ for ECPs

LAKE ZURICH, Ohio—The rise of smartphones and tablets are transforming consumer interactions with all types of service providers, and, increasingly, many more are doing so with their eye doctors via the EyeDocApp.

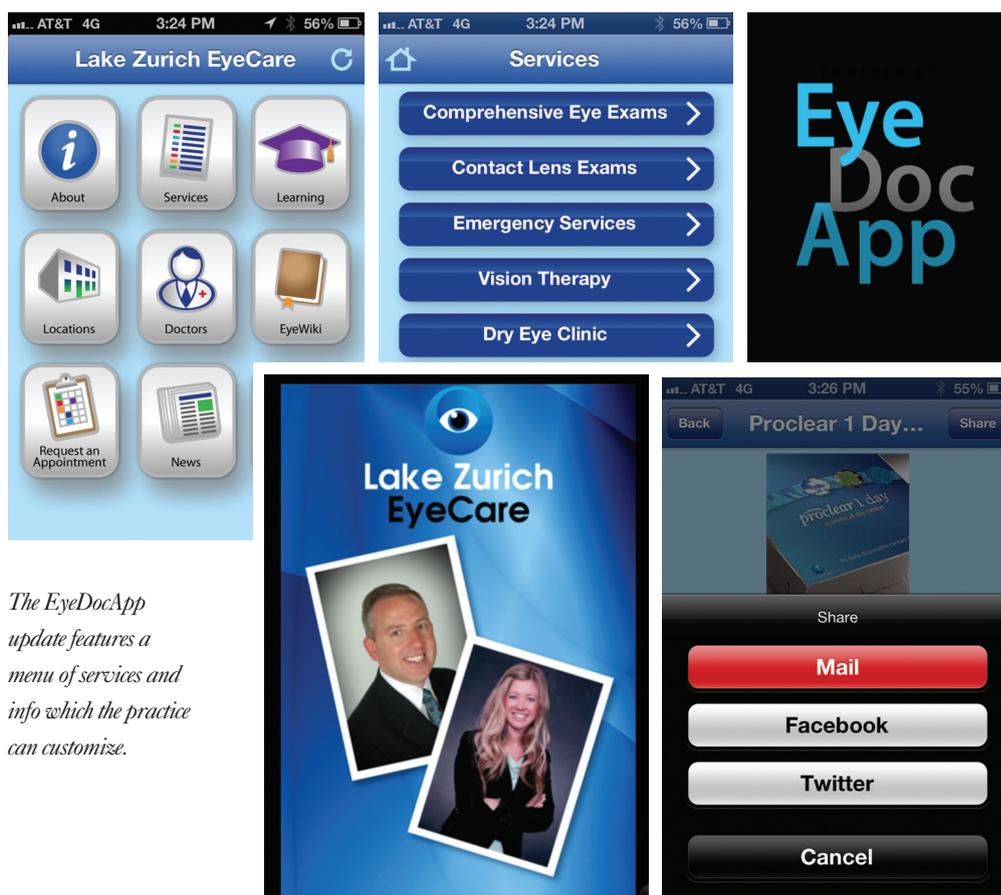
Developed by Scott Pouyat, OD, of Lake Zurich Eyecare in Ohio, the EyeDocApp first debuted in The Apple Store in April 2011. Within two months, some 75 eyecare practices signed up to develop their own signature practice app via EyeDoc.

But with the surge in mobile technology and social media in the past year and a half, Pouyat tells *VM* that EyeDocApp has now doubled that number. “We are working with opticals, optometrists, ophthalmologists, all of the Os, who are seeing that they can add a tremendous ‘wow’ factor to their practice’s image, that they can reinforce patient connections and attract new patients by using their own app,” Pouyat said.

He added, “Media studies are showing that for the first time, more people are spending more time with apps than they are surfing the web. And we’ve used our early practice experience and input from our initial users to update that user experience for EyeDocApp. For example, we’ve changed the graphic look of the app to the patient, to make the features, buttons and tools easier for them to use.

“And, importantly, we’ve added a multi-location functionality to the EyeDocApp, which let us go beyond single-unit offices or practices to serve a 100-location chain, if they need that. The app pulls up locations based on the GPS of the user’s phone, so users can see a choice of nearest locations to them,” Pouyat said.

Another new EyeDocApp update is the ability to provide “push” notifications so that opticals or doctors can send instant messages to patients to alert them to remember to schedule a back-to-school eye exam, let them know about a special trunk show or community event. And, there are options for patients/consumers to then share content from the app, via Facebook, Twitter or e-mail, with friends and family.



*The EyeDocApp update features a menu of services and info which the practice can customize.*

Pouyat noted, “When we talk to eyecare professionals about the app, we talk to doctors and opticals about the way they are depicting their practice on the web, how they’re currently interacting with patients via social media and digital outreach. We emphasize to them that the EyeDocApp is one element of this overall presence, and an important piece of their continued outreach with patients which can translate into increased revenue and a modern image for the practice.”

Doctors can see a complete demo and learn more at the EyeDocApp.com site. The app itself is fully customizable for the practice. “It’s not just incorporating the practice or retailer’s logo, which it does,

but the app allows them to customize what’s visible to users, such as the products they offer, the services, practice or educational videos, news releases and so on. Each account receives their own log-in and administrative tools for the system, it’s easy to use.

“Apps today are an essential way to continue to connect with current patients and reach new patients as well,” Pouyat concluded. “ECPs can display their personalized EyeDocApp on their iPhone or Android for easy access—on their terms. Patients are reinforced that they are working with an innovative practice which has invested in staying connected with their patients.” ■