



# DECODING<THE>CONSUMER

## The New Science of Customer Behavior

# OpTranslate

Language Learning  
for  
Eye Doctors



Over 60.5 million people in the US speak a non-English language at home

Over 22% said they speak English “not well”/“not at all”

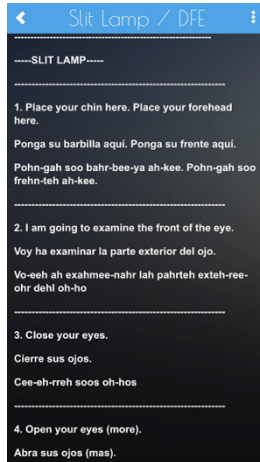
## Comprehensive eye exam in 12 languages

Spanish | French | Portuguese | Creole

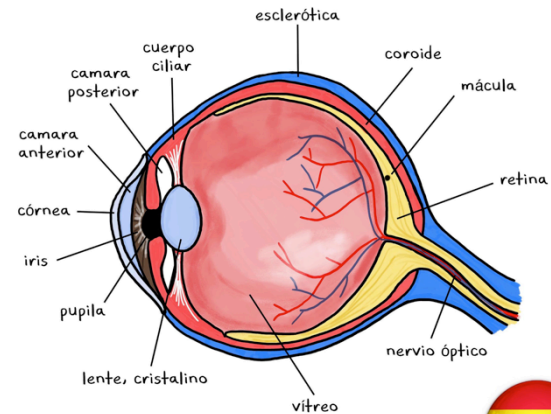
Mandarin | Korean | Hindi | Gujarati

Turkish | Persian | Armenian | Arabic

## Educating the Doctor



## Educating the Patient



# Dual Learning Experience



Podcast



App



Chicago  
Academy 2017



Academy 2018  
San Antonio

# Our Future for Optometry

More Languages

More Learning Tools

New Training Workshops



A hand holding a smartphone displaying a list of eye exam services. The list includes: History - Risk, History - Visual, History - Medical, Refraction Testing, Refraction, Ili Lamp / HFE, Contact Lens, BV Testing, Diagnosis, and Patient Education. The background of the phone screen shows a scenic view of a lake and mountains.

OCULAR MEDIA PRESENTS

## OPTRANSLATE



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