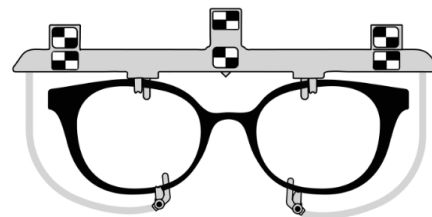


What is Eye-Ruler 2+?

- Eye-Ruler 2+ (ER2) uses a patented measurement clip to determine the position of the frame on the patient's face and the different angles of their head posture
- To obtain measurements, it can construct a 3D model of the eye and the lens with their relative positions
- It uses the personalized Eye Rotation Center (ERC) measurements to obtain the actual eye rotation center distance value through a specific lens protocol

Measurements Eye-Ruler 2+ Capture:

1. Monocular Pupillary Distances
2. Monocular Fitting Heights (OC + SEG)
3. Eye Lens Distance (Vertex)
4. Pantoscopic Angle
5. Frame Wrap Angle
6. Frame Effective Diameter



*With the advancement of technology and our lens assortment, additional measurements may be added in the future

With ER2 measurements you will be able to offer your patient personalized lenses which will help deliver the lens's original design performance when parameters such as the prescription, monocular pupillary distances, or position of wear fall outside of the standard values.

When should I use Eye-Ruler 2+?

EyeRuler 2+ Required	EyeRuler 2+ Recommended	EyeRuler 2+ Optional*
1. Varilux Comfort Max Fit and X Fit 2. Eyezen Start & 1-4 3. Authentics (Ray-Ban, Oakley, and Costa)	1. All Digital SV Lenses • Blue Light • Transitions	1. All Other Lenses • Conventional Lenses • Bifocals/Trifocals

*Although ER2 is optional for conventional lenses, this level of personalization will create value in your practice, the patient experience and is highly encouraged for all patients, regardless of lens choice.

What Team Members think about ER2? (From consultative training calls & most recent conversion)

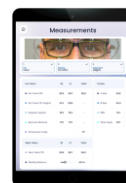
- "Precision meets passion and technology meets care. Trust us for high-quality lenses and patient care, and step into the future of vision with confidence."
- "It provides a unique individual element to the sales process. Each patient has a unique Rx... as the trusted advisor, we can offer a unique experience."
- "We need it for specific lenses to let the technology work to its fullest, providing the best vision for our patients. I want my patients to see well."
- "We've seen a significant reduction in optician remakes since we've been using ER2."

Click [HERE](#) to go to Leonardo to complete EYE-RULER 2 FOR CIAO! FROM A TO Z

EYE-RULER 2+

Capture Tips

1. Involve your patient in the process- guiding them through digital measurements builds your professionalism and trust (i.e., explain what ER2 is and why you are using it):
 - Practice presenting ER2 to your patients- How will you get them excited about their custom measurements?
 - Clarify what your patient needs to do during each step of capturing measurements
2. Remove demo lenses (for rimless & drill mount frames-clean the lenses to avoid a blur on the corneal reflections).
3. Pre-fit the frame to the patient and make sure the patient is wearing the frame in a natural and comfortable position on their face.
4. Practice attaching the sensor to the frame and launching the app through Ciao! Customer Order:
 - The clip should be positioned on the frame so that the middle markers are positioned centrally on the bridge.
 - If the clip moves from this position for any reason, the measurements will be consistent and retake the image.
5. Before starting the measurements, make sure the patient adopts their most usual and natural posture and is comfortable in the frame they selected (pay attention to patient posture throughout the patient interaction):
 - Once the patient is in a normal position, if you need to adjust the distance from the patient to the iPad, you move vs. the patient.
 - Once the measurements have started, make sure the patient maintains their natural posture and doesn't touch the frame.
6. Take lighting into consideration:
 - Backlight from a window and overhead lighting could result in glare over the lens and make it difficult to capture accurate images
 - When reviewing the image, properly detect the corneal reflections (not stray reflections from other light sources)
7. Stand just over arms length away from your patient with the iPad's camera at eye level:
 - Detach the keyboard to make it easier to hold the iPad for measurements.
 - It is recommended to use ER2 standing up as it ensures a more natural posture.
 - It maybe necessary to sit for measurements based on customer needs or when there is a great difference in height between you and the patient.
8. Hold the iPad's camera right in front of the patient, both horizontally and vertically so that the iPad's camera remains at the patient's eye level when the ¾-view picture is taken.
9. 40cm is the standard reading distance:
 - The near-vision monocular pupillary distances will be calculated automatically and transmitted to Ciao! when needed.



See the Troubleshooting PDF in Toolkit > Documents > Eye-Ruler folder for more information



Personalize the **eye-ruler²** huddle to make it your own!

Celebrate: Start on a positive note...

- Examples: A team member that has had success with ER2, at pick up patients are happy with their vision, or a comment or story from a patient regarding ER2.
-
-
-

Purpose of the Huddle: Today we are here to talk about...

- Our belief around ER2
 - How are we presenting and involving the patient in the ER2 experience?
 - Our comfort level in capturing measurements...
-
-
-

Participation Moment: Let's practice this...

- Beliefs: (Link to consultative selling- Learn, Listen, Lead)
 - **Time:** While it takes a bit longer especially when new to using ER2- it's providing more accurate measurements and creating value for your patient.
 - **Accuracy:** Once we are comfortable with the device and directing our patients on what to do, ER2 will be more accurate than manual measurements and provide our labs more details to optimize & personalize the patient's lenses.
 - Use practice scenarios & the observation tool...
-

Problem Solve: Two minds are better than one...

- Ask the team, "What obstacles might we face?", "How can we overcome that?", "Why & How can we provide a better patient experience?", "What will this result in?"

Review Action Times & End the Huddle: End with commitments...

- Recap what you are asking the team to do and when this should be done by. Gain team member commitments & buy in. Let the team know that you will be following up & what milestones will be along the way. End on a positive note.
-
-
-
-

EYE-RULER 2+

Practice Scenarios

Role play using the practice scenarios and observation tool to build confidence using **eye-ruler** ²

Introduce Eye-Ruler 2+

Look For	• Celebrate new technology without devaluing previous system or manual measurements • Customized measurements- how will the patient benefit? • Link to lens recommendation
Scenarios	• The patient has never seen ER2 • The patient was here last week and purchased eyeglasses, but we did manual measurements and today we are using ER2 on their second pair <u>Example:</u> • "This is ER2, which is how we now capture your personalized eyeglass measurements for your _____lenses." • This is a highly advanced tool that takes your unique measurements and frame positioning on your face. This allows me to order lenses that are tailored according to your measurements."

Directing The Patient Through Eye-Ruler 2+

Look For	• Explain the overall process • Confirm pre-fit and how patient would like to wear their eyeglasses • Confirm natural posture • Directing the patient on where to look for both images
Scenarios	• Patient seems disinterested or in a hurry • You know the patient is not in a natural position- redirect • For the second image, patient is not looking ahead as needed-redirect <u>Example:</u> "I will not take the measurements based on how you like to wear your eyewear. To do this, stand (or sit) comfortably and look straight ahead, into the distance. I will then place myself in front of you and bring the camera to eye level, and you should continue looking straight ahead. Finally, I'll ask you to look at the camera to take the measurements. There will be several bright flashes. Once we capture the initial image, we will take a second one with your head slightly rotated. It should take less than 5 minutes."

Build Confidence:

Practice	• Detaching the iPad from the keyboard and holding iPad at correct distances • Removing demo lenses • Attaching sensor • Verbiage (Talk Out Loud: explain ER2 & direct patient)
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EYE-RULER 2+

Practice Scenarios

Role play using the practice scenarios, observation tool to build confidence using **eye-ruler**²

Single Vision

The patient has already made both their frame and lens selection, utilize the frames below to practice.

Metal Full Frame



Plastic Sun Frame



Rimless Frame



Plastic Full Frame



Drill Mount Frame



Once measurements are completed, recap:

- What was easy?
- What was hard?
- How did it feel from the patient's point of view?

Progressives

The patient has already made both their frame and lens selection, utilize the frames below to practice.

Metal Full Frame



Ray-Ban Aviator



Rimless Frame



Plastic Full Frame



**Small Frame
(B Measurement)**



Once measurements are completed, recap:

- What was easy?
- What was hard?
- How did it feel from the patient's point of view?

Bifocals & Trifocals

The patient has already made both their frame and lens selection, utilize the frames below to practice.

Metal Full Frame



**Large Frame
(B Measurement)**



Rimless Frame



Plastic Full Frame



**Small Frame
(B Measurement)**



Once measurements are completed, recap:

- What was easy?
- What was hard?
- How did it feel from the patient's point of view?

Build Confidence:

Practice

Talk Out Loud: Show & explain the measurements to the patient.

EYE-RULER 2+

Observation Tool

Actions to Observe	YES	NO
Did the team member celebrate the new digital measuring tool?		
When possible, did the team member remove the demo lenses for an accurate picture? (sun and clear)		
Did the team member adjust the frame accordingly ? (Straight, not twisted, nose pads adjusted, slide down, etc.)		
Did the team member place the sensor on the eyewear with ease?		
Did the team member check the placement of the glasses on the customer? i.e., checked, asked if the glasses were in the correct positioning?		
Was each step of the process explained to you?		
Was the iPad screen shown during the measurement process?		
Was the process seamless? Or did it look like the team member had doubts over the process?		
Notes:		

Actions to Observe	YES	NO
Did the team member celebrate the new digital measuring tool?		
When possible, did the team member remove the demo lenses for an accurate picture? (sun and clear)		
Did the team member adjust the frame accordingly ? (Straight, not twisted, nose pads adjusted, slide down, etc.)		
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Notes:		