

# STELLEST® IN OFFICE MARKETING

The below marketing materials will be provided to support the conversation about Stellest® throughout the patient journey. Please set the brochures in a brochure holder in the **kids section of your clinic** upon receipt.

## Brochures & Brochure Holders



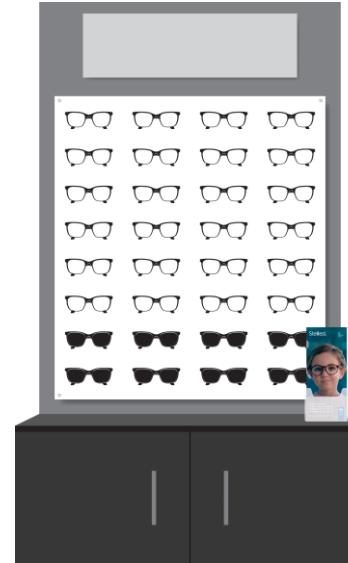
Qty: 50



Qty: 2

*Place brochure holder and brochures in kids section within optical floor*

## VM Display Example



## Demo Tool



Qty: 1

*Place in communal area by exam lanes (for shared access)*

## Passport Book



Qty: 50

*Keep behind the check out or by final inspection*

# SHOWCASE STELLEST®



**Demo Tool** - Designed for the doctor to demonstrate how Stellest® works and how the lens will appear inside their glasses.

- Use a light source, such as a phone's light, to illuminate the lenslets.
- This will reassure the patient that the lenslets are not visible unless light is used directly on the lens.



**Lens Simulator** – Optical team member will continue the conversation with the Lens Simulator and bring the technology to life.

- The simulation includes improved educational and technological content (Myopia and Stellest® Modules).
- Engaging visuals for both Myopia Correction and Slowing Myopia Progression.

# STELLEST® OPTICAL DISPENSE

## During 15-Minute Spectacle Trial complete the following with the patient and parent:

- Verify Frame fit and check and/or complete frame adjustments.
- Adaptation period up can take up to 1 week.
- Review the recommended wear schedule – minimum of 10 hours per day, at least 6 days per week.
- Schedule the 2 week Follow Up with the Doctor (extension of the initial exam and prescription, scheduled like a CL 2-week FU/do not block exam slot, work into exam flow).



## Stellest® Passport - Drive myopia management and reinforce that Stellest® is a Myopia treatment plan.

- For patients who purchase Stellest®, ensure the passport book is dispersed and filled in with the correct prescription at dispense.
- Remind the parent to keep the passport in a safe place and bring back on any future visit.



## Stellest® Instructions For Use Card

- The QR Code will link to the Patient and Caregiver Guide that includes information about Myopia Management, Stellest® Recommendations, and Clinical Study information.
- A digital copy of this can also be found in Toolkit > Documents > Stellest > Stellest Professional Fitting and Information Guide.