

toolkit

Marketing and Communications Consulting Services

Lab Division members receive up to four complimentary hours of consultation per year with Dan Bailey, and additional products and services are available at a discounted rate. These consulting services can help your organization with marketing and communications projects including:

- Marketing strategy development
- Marketing materials creation
- Website creation or updates
- Social media planning and implementation
- Newsletter development
- Planned marketing program development
- Logo creation or update
- Mission statement assistance
- Market differentiation consulting
- Trade show effectiveness

Sales and Customer Service Training for Labs

In addition to the sales training available to all members of The Vision Council, members of the Optical Lab Division have on-demand access to customer service training sessions available for any lab employee – 24 hours a day, 7 days a week. These quarterly audio files teach your staff the necessary customer service skills and tips for professionals at any level of experience.

The Optical Lab Industry's Premier Event

The Optical Lab Division Meeting is the complete lab event. Each component has been thoughtfully designed to help lab professionals grow and succeed, including:

- Education sessions
- Exclusive receptions and networking events
- The Vision Council's Optical Lab Division Hall of Fame

Many additional events and opportunities are open to members of The Vision Council:

- International Vision Expos East and West
- COLA Spring Meeting
- Member discounts on trade show booths and attendance

Lab Performance Benchmarks

Benchmark your lab's performance against other members by using the Optical Lab Division's Shared Lab Data.

Production Standards & Technical Assistance

Members are always needed and welcome to participate on the committees that develop standards for lab industry production, both dress eyewear and safety eyewear, and have access to many additional standards and technical resources including:

- Updates and monitoring of industry standards
- ANSI participation
- FDA monitoring and integration
- Direct access to technical assistance or questions regarding ANSI, ISO, and ASTM
- ANSI Z87.1-2015 and ANSI Z80.1-2015 Standards Guides

Workplace Regulatory Compliance, Legal Assistance & Organizational Resources

The Vision Council offers resources to assist member organizations with a variety of workplace operational issues, such as:

- Optical Product Code (OPC) management
- Workplace Safety Compliance Checklist
- (M)SDS Library

Engage Your Accounts: Tools for Members

Print products are available for members for use within their workplace or distribution to customers:

- PROGRESSIVE Identifier Book (for ophthalmic professionals)
- Clear Choices - YOUR Eyes, YOUR Lenses, YOUR Choices (for patients)
- Indispensable Dispensing Guide Book (for dispensers)

Regulations & Business Advocacy

The Optical Lab Division and The Vision Council's Federal and State Government Affairs Team actively monitor a number of key issues for labs including:

- HITECH Final Rule (HIPAA)
- FDA Uniform Device Identifier (UDI)
- Affordable Care Act
- OSHA Workplace Compliance
- Proposition 65
- iTrack state legislative and regulatory tracking system

Consumer Education and Outreach

Communicating the importance of vision care and vision care products to the public is a priority for The Vision Council. Through media relations, marketing and advertising campaigns, online outreach, special events and partnerships, The Vision Council makes sure that all consumers hear about the importance of taking care of their vision and are educated about the variety of eyewear options available to them.

In support of these consumer outreach campaigns and resources, The Vision Council produces many consumer-focused reports covering various topics of importance to the industry, including:

- Digital Eye Strain
- Low Vision
- UV Protection

Local and National Discount Program

Members of The Vision Council's Optical Laboratories Division have exclusive access to PerkSpot, a one-stop shop for exclusive discounts at some of your favorite national and local merchants. All employees of The Vision Council's member organizations can use PerkSpot to find hundreds of deals on everything from household essentials to once-in-a-lifetime vacations. PerkSpot is mobile optimized, so you can access it at home, from work, or on the go.

Many additional benefits are available to members of The Vision Council, including:

- Complimentary VMail Subscription
- Optical Market Research Data and Trends
- Managed Vision Care Consulting with Visibility Management
- Industry promotion through the *Think About Your Eyes* campaign