



Lab Division Meeting Summary January 29, 2016

The Lab Division kicked off its poster campaign designed to steer the mindset of the patient toward purchasing more than one pair of glasses. It's a natural follow up to *Think About Your Eyes* which is designed to get more patients in for an exam. Our program takes it to the next level once we've already gotten them into the office.

We also discussed The Lab Division marketing benefits available through www.DanBailey.com

Contact Dan today to get your lab started on a comprehensive plan to grow your sales.

We recapped the many other benefits exclusively available to Lab Division members on The Lab Toolkit.

As a reminder, here's a partial list of Toolkit resources-

- Marketing and Communications Consulting Services
- Sales and Customer Service Training
- The Optical Lab Division Meeting
- Lab Performance Benchmarks
- Production standards & Technical Assistance
- Workplace Regulatory Compliance, Legal Assistance and Organizational Resources
- MSDS Library
- Print products and Materials to Engage Your Accounts
- COLA
- Regulations and Business Advocacy
- Consumer Education and Advocacy
- Local and National Discount Program
- 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

For detailed information on the tools and information available to you as a Lab Division member, visit the website.

<https://www.thevisioncouncil.org/members/lab-division>

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