

# toolkit

## Marketing and Communications Consulting Services

Lab Division members have access to marketing and communications consulting services tailored specifically to optical labs from industry expert Dan Bailey at a discounted rate – just for being a member. 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 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 Lab Industry's Premier Event

The 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 Lab Division Hall of Fame

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

- 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 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 Glasses, YOUR Choices (for patients)
- Indispensable Dispensing Guide Book (for dispensers)

## Regulations & Business Advocacy

The 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

## 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

## Reduced Shipping Costs for Labs

The Vision Council has partnered with management consultants Aligned Growth Partners (AGP) and Transportation Impact (TI)—owned and managed by ex-UPS and FedEx senior sales and pricing executives—to help Lab Division member companies reduce shipping costs with a state-of-the-art, user-friendly transportation management system that has saved companies an average of 22%.

## Cyber-Security Resources

Viruses, phishing attacks and ransomware hidden in emails and other devices can cause loss of data, cripple your network and effectively stop your business—and your job—for days. To make sure cyber-security is top-of-mind in your lab and around your customers' offices The Vision Council offers a "quick tips" poster that can be placed in any work environment, and provides members with quarterly articles on the latest cyber security issues and advice.

## Local and National Discount Program

Members of The Vision Council's Lab 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
- Industry promotion through the *Think About Your Eyes* campaign