



PracticePlus Overview

What is PracticePlus?

PracticePlus is an ongoing product-support program designed to enhance the practice of independent vision care professionals. The program provides \$10 for every pair of KODAK Progressive Lenses sold, along with other tools like dispenser training and lens demonstration materials to help build your practice.

PracticePlus differs from other programs you may have experienced in two important ways:

1. Unlike co-op programs, the use of the funding is left to your discretion. You may choose to have it paid directly to your dispensers as a trouble-free rewards program. If you have the funds paid to the business, you might use it for a newsletter, your web-site, an office bonus, employee parties, travel to Vision Expo, or even to purchase new equipment. The important thing is you decide what is best for your office.
2. The program is ongoing. It's in its seventh year with no end in sight and has awarded millions of dollars. You can, therefore, make plans based upon your projected earnings.

How does PracticePlus Work?

- Upon enrollment, you will receive a PracticePlus Claim Form with space for three KODAK Progressive sales and two bonus sales. This form will pay \$50 which includes the \$20 bonus to get you started. Each subsequent form will require ten KODAK Progressives to complete it and pays \$100.
- Simply fill in the ten proof-of-sale spaces with the following information:
 - Wholesale lab providing the KODAK Progressive Lens
 - Lab invoice number of the lenses purchased
 - Type of KODAK Progressive Lens
- Fax or send the completed form to Signet Armorlite within 90 days for redemption. You will then receive a new form with a new claim number.
- Complete easy-to-follow instructions, qualification rules, and verification procedures are included on the PracticePlus Claim Form.
- Make sure to keep a copy of your claim form and copies of your lab invoices for verification.
- You will receive a check at your place of business in six to eight weeks. One KODAK Progressive sale a day will yield \$2,500 a year (based on 250 workdays). How much could your practice receive? Please remember this funding is income and, therefore, taxable.

Visit www.practice-plus.net to enroll and submit claim forms on-line or
call the PracticePlus Hot Line at 800 950-5367
to ask questions or enroll your office.