



EyePromise

CASE STUDY

Reaching Next-Level Success with the

 Zea Performance System™

INTRODUCTION

Dr. Kevin Osborne

Advanced Eyecare Associates - Moses Lake, WA

- ▶ Private Practice: single doctor/office location
 - ▶ Averages 15 patients per day
- ▶ EyePromise partner since 2016
 - ▶ Zx Pro™ owner since 2023
- ▶ Hybrid nutraceutical dispensing model


DR. KEVIN OSBORNE'S STORY

Advanced Eyecare Associates - Moses Lake, WA

After reinvigorating his EyePromise® partnership in 2023, Kevin Osborne, OD, has hit the ground running with the Zea Performance System™. His patient base varies from routine eye exams to medical and follow-up. He makes each appointment count by bundling Optos images and macular pigment optical density (MPOD) measurements to make it easy for patients to opt into proactive care.

Challenges and Opportunities

| Practice Challenge | EyePromise Solution |
|---|---|
| Ensuring everyone works as a team | Truly becoming part of your team, working to achieve the same goals |
| Communicating and having similar goals | Help set goals that are then agreed upon with the team |
| Helping the staff understand the importance of measuring MPOD | Provide staff trainings to help them deliver a consistent and confident message |

It's all about staying on top of it with the team, so they don't miss the steps we want to take with patients. *When on top of it, we test 5 patients a day, the more we test, the more comfortable our staff becomes.*  Once the staff is on board and excited, the patients get excited about it as well.

KEY



ARP ENROLLMENTS



PATIENTS TESTED



FINANCIALS



PATIENT OUTCOMES

“ We all want to help make a difference in patients' lives further down the road, and the Zea Performance System helps us deliver that.”

Zea Performance System



DR. OSBORNE'S 4 TIPS FOR SUCCESS

1. Make sure your staff is comfortable and confident with facilitating the test. 🧑
2. Take the extra minute(s) to discuss the results, what they mean, and why we care about them after the Zx Pro MPOD measurement is complete. 🧑
3. Ensure you're prescribing, not recommending. You are the expert! 🏠
4. Be passionate! Your enthusiastic leadership helps convey the importance of ocular nutrition.

Elevating Patient Care

The Zea Performance System helps us better identify patients who would benefit from nutritional intervention because it provides a diagnostic and therapeutic in one turnkey solution. We're able to help patients that we haven't been able to in the past, and that helps us stand out when it comes to our patient care. 🏠

HOW WE EXPAND NUTRITIONAL CARE WITH MPOD MEASUREMENT

EyePromise DVS is for patients who:

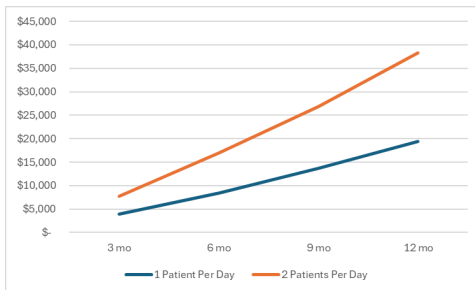
- Have a risk for or current blood sugar control issues
- Have low MPOD



EyePromise Screen Shield Pro is for young adults who:

- Have low MPOD
- Spend 2+ hours on screens daily

Average Profit Earned by EyePromise Partners Using the Auto Refill Program



MAKE PATIENT COMPLIANCE EASY

The EyePromise Auto Refill Program (ARP) makes it easy for patients to be compliant with [their nutritional] program. Compliance is a notoriously persistent issue across healthcare, and patients don't usually come back in to purchase their nutraceutical prescriptions. The ARP has resolved this issue. 🔄

OUR PROCESS

We prescribe the nutraceutical that best fits the patients' eye health needs in the exam room and discuss the guaranteed results. Then, my staff facilitates the ARP discussion and enrollment with patients. We've enrolled over 50 patients in the program, and 90% have remained active, which means more people getting and staying healthy. 🏠

Finding Success for Your Practice

Our patients are very interested in proactive care, and that's what we can offer with the Zea Performance System. 🏠 The ability to identify [age-related eye health issues, occasional dry eye, screen time-related vision concerns, and blood sugar control issues] really helps these patients. 🏠 We have an answer for them where other practices may not.

The EyePromise partnership is certainly a win for the practice. They're great at working with us, helping us set and achieve goals. While the financial angle isn't my personal motivator, the extra dollars to our practice's bottom line is welcomed! With the full Zea Performance System, we continue to grow annuity without adding to my staff's workload. 🏠

“EyePromise is really building a win-win relationship, which makes implementing the Zea Performance System even more seamless.”