

## ADVANTAGES FOR YOUR PATIENTS

- Confidence that the best lens design has been prescribed.
- Higher overall lens **satisfaction**
- Patients can now have an opinion about what works and what doesn't
- State of the art lens prescribing technology
- Patients receive a better visual experience.

## WHY OFFER EVOlens™?

- **Prescribe lenses differently and with confidence**
- Easy and time efficient for opticians
- High tech, sophisticated platform help establish your practice in an elite tier
- Automatic system that **corrects rejections** and decreases non-adapt cases
- Latest lens **innovation**
- Create patient loyalty

The **evolution** of progressive lenses comes directly **from patient experience.**



EVOlens™ is a recommender system that **objectively selects the ideal lens** for each patient by considering previous patients' feedback.

## SELECTION OF THE IDEAL LENS FOR EACH PATIENT

Each patient has a unique visual profile **with specific characteristics and needs** including lifestyle, previous lens experience, expectations and prescription.

The EVOlens™ Algorithm uses this unique visual profile to **select the ideal lens** for each patient's.

The visual profile is then created with an online questionnaire on the EVOlens™ Platform; a **new way of prescribing progressive lenses** that improves the patient's buying experience.

## EVOLUTION THROUGH EXPERIENCE AND MACHINE LEARNING

The design selection for the patient is not only based on their visual profile, but **also considers the perspectives and experiences of many of patients** with similar visual profile.

By applying Machine Learning, EVOlens™ uses the previous patients' feedback to select the lens design with higher satisfaction probabilities.

As the data evolves and more experiences are captured, **the EVOlens™ Algorithm will grow and develop the capacity to predict patient satisfaction** ensuring greater success with adaptation.

