



Look Forward.

Catch Up

ProVision Updates

NEW RESOURCE

SustainPro is Here!

Consumers want to buy sustainable products from sustainable businesses, and sustainability information has a significantly positive impact on consumers' evaluation of a business which directly influences purchasing behaviour.

To help you build and develop your practice position, ProVision has developed SustainPro – a resource designed to build awareness and support the creation of a practice Sustainability Plan. SustainPro can be found on the ProVision website right now under Resources, or by clicking the link below.

SustainPro helps explain the concept of sustainability and why it matters; it sheds light on some of the optical industry's challenges (practices and suppliers), and provides insight into how an optical practice can build a Sustainability Plan that takes both practice staff and patients on the journey with them. SustainPro also examines what your supplier partners and ProVision are doing to support a sustainability position, and how you can leverage this activity to complement your own practice plan.

Learn more by jumping into SustainPro now!

[VISIT SUSTAIN PRO](#)



SustainPro

Progress your practice sustainability position with our 6 step resource

Conference

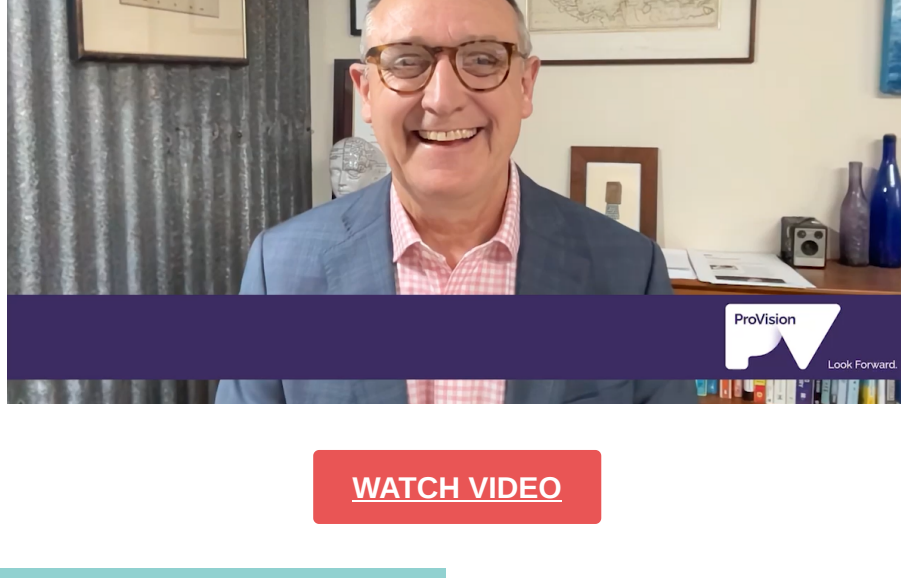
WORKSHOPS

Did You Catch Everything at the Look Forward Workshops?

A popular feature of this year's ProVision nation conference was the inclusion of hands-on workshops, hosted by an amazing team of subject matter experts. Topics ranged from business growth strategies to digital marketing, and the feedback from those in attendance has been phenomenal.

If you missed the chance to attend Look Forward, or simply want to recap any of the info-packed workshops, just click on any of the links below to access the full workshop recordings

We are also pleased to share a video update from conference MC Nigel Collin, who has a special message for ProVision members.



[WATCH VIDEO](#)

WORKSHOP

BUSINESS GROWTH STRATEGIES

WORKSHOP

Business Growth Strategies

This workshop provides insights on how practice revenue stream diversification can generate additional sales and profit, hosted by your peers, Darrell and Christine Baker, from Bullseye Optometry and Sensory Clinic.

[Click here](#) to download the workshop notes and [here](#) to access the PESTEL decision-making tool referenced in the workshop.

[WATCH VIDEO](#)

WORKSHOP

DIGITAL MARKETING

WORKSHOP

Digital Marketing

Understand the key areas for an effective digital marketing strategy to attract and convert new patients. Hosted by EyeCarePro's senior team members, Jonah David and Russ Lazarus, find out the core fundamental practices to optimise digital lead generation.

[Click here](#) to download the workshop notes.

[WATCH VIDEO](#)

WORKSHOP

FUTURE PLANNING SUCCESSION

WORKSHOP

Future Planning Succession

This workshop will help you build a strong succession plan for your practice, providing insights, tools and resources to support you on your journey. Learn about strategic planning, how to secure buyers, the current market, and practice valuation from ProVisions' Mark Corduff and David Collins from Synstrat Accounting.

[Click here](#) to download the workshop notes.

[WATCH VIDEO](#)

Member Survey



FEEDBACK

Win a \$200 EFTPOS Gift Card

If you haven't already, we encourage you to kindly complete the ProVision 2022 Member Survey where you can elect to go into a draw to win one of three \$200 EFTPOS Gift Cards.

Our members are critically important to us, and so it's essential that we gather feedback from you to help inform our strategy. The survey is your chance to provide your feedback about the services we provide, identify additional needs and challenges that you face, and gather ideas for new services or activities you would be interested in.

Your unique survey link will have been emailed to you by market research company Survey Matters a few times over recent weeks. Rest assured your individual responses are completely confidential.

Thank you to the many members who have already completed this important survey.

Supplier Space

PRESS RELEASE

Myopia Care for Kids Campaign

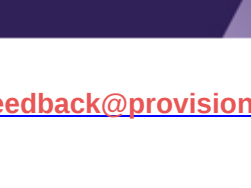
HOYA has announced the launch of a new multi-media myopia consumer advertising and education campaign. Called 'Myopia Care for Kids', it will run across digital and New Zealand, as well as home media in NSW, Vic and New Zealand's North Island. Read the press release now for full campaign details.

[Read the Press Release >](#)

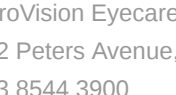
[WATCH THE CAMPAIGN VIDEO](#)



We're always here to help
optom.provision.com.au
Your membership hub with live chat



Was this week's content helpful? Let us know at feedback@provision.com.au



ProVision Eyecare Pty Ltd
92 Peters Avenue, Mulgrave VIC 3170
03 8544 3900

© 2022 Microsoft Dynamics. All rights reserved.

{{msdyncrm_contentsettings.msdyncrm_addressmain}}

[Unsubscribe](#)