

Catch Up

ProVision Updates

PROACCOUNTS

December Payment Date Changes

Due to the Christmas office closure, the November statement is required in full by COB on Tuesday the 20th of December, 2022. This is necessary to allow our finance team time to prepare the supplier payment and reconciliations prior to the closure of our office on the 22nd. It is also important that this date is met to ensure you don't miss out on the settlement discount.

If you foresee any issues with making payment by this date, please email accounts@provision.com.au

Campaigns

2023

New Year + Back to School Campaigns

MEMBER MARKETING MATERIALS

PROMARKET

Register before November 29 for New Year & Back to School Campaigns!

The New Year and Back to School Campaigns are an important way to drive bookings in the new year. Many consumers will have fresh optical extras to access and if you offered gift vouchers during your EOYHF campaign, you will want to encourage customers to make a booking to capitalise on the offer.

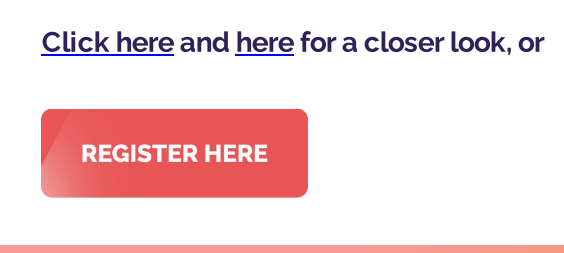
We are again offering a series of beautiful illustrations by artist Nea Valdivia, which are accompanied by a selection of photography-based designs. In addition, there are a handful of popular campaign designs from previous years that we are making available for order. With 10 designs to choose from, you'll find something that's perfect for your unique brand and patient demographic.

Registrations for in-practice displays are currently available on ProMarket and are open until the 29th of November.

[REGISTER FOR THE CAMPAIGN HERE](#)

JAN-MAR 2023

Back to School Campaign



CAMPAIGN OPTION

'SuperVision'

Repurposing one of our fan favourite messages into an illustrative version, SuperVision is a playful way to showcase the importance of regular eye-tests to ensure the youth can succeed both in and out of the classroom.

[Click here](#) for a closer look, or

[REGISTER HERE](#)

CAMPAIGN OPTION

'Tick off a Test'

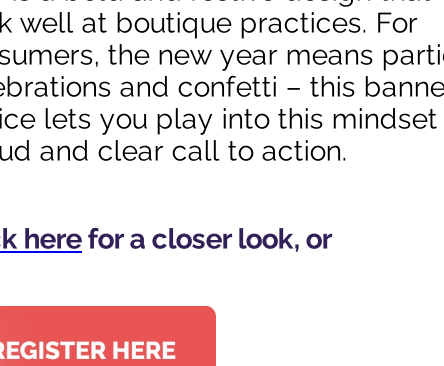
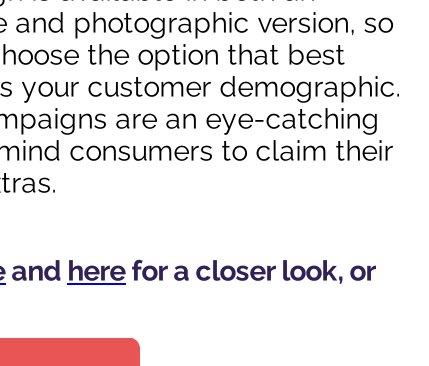
With the approaching holiday period, it's easy to get lost in the endless tasks that arise at the end of the year. This campaign acts as a reminder to tick off an eye test before the school year begins. Tailor your campaign to your consumer demographic with emotive and illustrative options available.

[Click here](#) and [here](#) for a closer look, or

[REGISTER HERE](#)

JAN-MAR 2023

New Year Campaign



CAMPAIGN OPTION

'A Little Extra'

This design is available in both an illustrative and photographic version, so you can choose the option that best represents your customer demographic. These campaigns are an eye-catching way to remind consumers to claim their optical extras.

[Click here](#) and [here](#) for a closer look, or

[REGISTER HERE](#)

CAMPAIGN OPTION

'New Year, New You'

This is a bold and festive design that will work well at boutique practices. For consumers, the new year means parties, celebrations and confetti - this banner choice lets you play into this mindset with a loud and clear call to action.

[Click here](#) for a closer look, or

[REGISTER HERE](#)

NEW ON PROMARKET

Additional Campaign Options

As with our recent 'EOYHF' campaign, we are offering a range of past designs during this year's NYHF campaign period. This is great news if you missed out on any of the below designs when they were first released!



CAMPAIGN OPTION

'Eyesential'

Adding an eye test to parents' back to school list is an important part of preparing for a child's first year of school, or a return to school for children who are due for routine eye-care. This concept plays on the word 'eyesential' by changing the spelling to the 'eyesential'.

[Click here](#) and [here](#) for a closer look, or

[REGISTER HERE](#)

CAMPAIGN OPTION

'Back to School'

Remind your customers that there is so much to look forward to, and that eye-health plays a key role in children's ability to accomplish their goals. There are two options to choose from for this campaign, each featuring kids from a different age group (primary or high school).

[Click here](#) and [here](#) for a closer look, or

[REGISTER HERE](#)

ProVision

End of Year Health Fund Campaigns

CAMPAIGN RESOURCE HUB

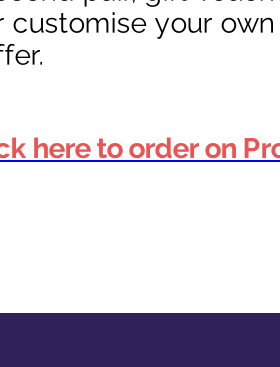
PROMARKET

Don't miss out!

Have you registered for the End of Year Health Fund campaign? Don't forget to order your digital and print assets before the holiday season!

Many practices have found themselves busier than usual lately, but it's important to issue a reminder to use any remaining optical extras. Australian households are expected to be increasingly budget-conscious over the coming months - so this is a great opportunity for families to extract maximum value from their health fund.

See below for some of the available options.



Emails

Call out to your audience and remind them about their unused optical extras! Includes booking link and optional offer. Choose from: generic, \$% off eyewear, \$% off the second pair, gift voucher or customise your own offer.

[Click here to order on ProMarket >](#)

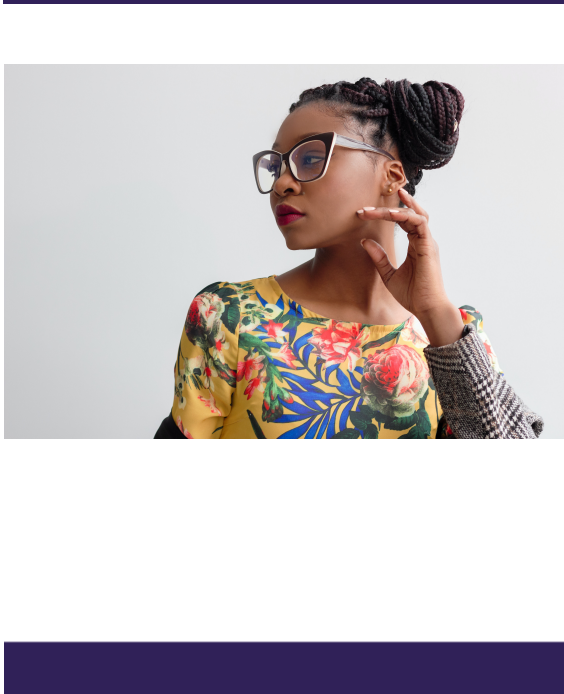
Letters

Use this double-sided letter to re-engage your patients with unused optical benefits from the past 4 years. Choose from: generic, \$% off eyewear, \$% off second pair, gift voucher, or customise your own offer.

SMS's

Thematic SMS's that tie to your point of sale. Use these SMS's (focused on your expertise) to target patients who have not used their optical extras this year. You may like to target any patients you have seen in the past 4 years.

Supplier Space



PORTFOLIO UPDATE

Johnson & Johnson

Johnson & Johnson Vision have implemented changes to their ACUVUE portfolio of products, namely the discontinuation of the 1-Day ACUVUE TruEye contact lenses and reductions around the parameter range of OASYS for astigmatism.

[Learn more about changes to the portfolio here >](#)

SUPPLIER OFFERS

Frames Etcetera

Receive a \$50 Coles Myer Gift Card for every \$500 spent on Frames Etcetera products through ProSupply! Offer available while stocks last and cannot be used in conjunction with other offers.

[Offer valid until the 23rd of December, click here to order >](#)

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

