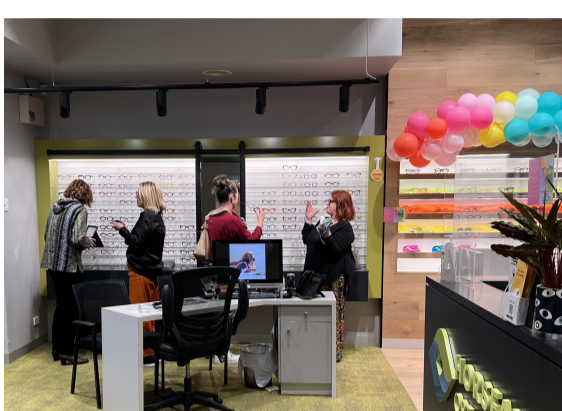




Look Forward.

Catch Up

Member Updates



CASE STUDY

Horsfalls Optometrists Style Show

Partnering with your frame and lens suppliers to run a Style Night can be a fantastic way to retain loyalty, re-engage lapsed customers and acquire new patients.

One of our long-term members, Horsfalls Optometrists, recently teamed up with Rodenstock and Pro-Optics to run a Style Night, which led to a great sales result and brought significant awareness to the practice within the local community.

The combined effort and common goals of the Horsfalls team and the frame and lens suppliers was pivotal in running such a successful event. One of the key attributes to running an effective Style Night begins with defining your objectives and planning in advance, which was said to be fundamental for the practice's positive outcome.

Thank you to the Horsfalls team for sharing their experience with ProVision, and we hope this sparks inspiration for others.

To learn more about running a successful Style Night, read our step by step guide:

['HOW TO' VIP STYLE NIGHT STRATEGY](#)

Learning and Development

NEW UPDATE!

Changes to the 2023 Learning and Development Guide

Don't forget to download this year's Learning and Development Guide! Access your copy now to discover the development opportunities available to ProVision Members and practice teams in the New Year.

There have been a few updates to the guide, including the addition of a handy 12-month calendar at the end of the document. If you are interested in attending an upcoming course, please check this latest version to ensure you have all the correct dates and course info.

Investing in your team's development does more than just improve performance – it strengthens relationships and helps your business attract and retain talent. Click below to download.

[DOWNLOAD NOW](#)



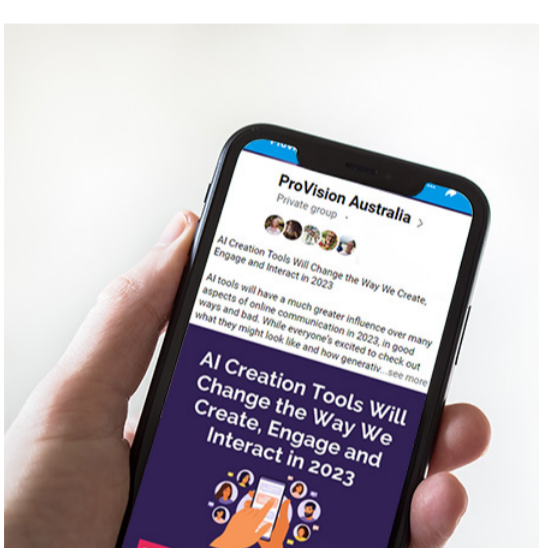
Marketing

EXCLUSIVE MEMBER MATERIALS

Have You Joined Our Facebook Group?

ProVision has an exclusive members' group on Facebook, where we share regular tips, news and guides to help you execute powerful social media campaigns. It is also a fantastic forum to network with other ProVision members and chat about your own experiences.

To request access, simply email marketing@provision.com.au



ProVision Updates

REFERRAL PARTNERS

Openpay in Receivership

On Monday we advised practice owners who had registered with Openpay's services, that McGrathNicol receivers and managers had been appointed to Openpay Ltd as noted in an ASX announcement [here](#) >

The effect of these appointments is that the Receivers and Managers are now in control of assets, operations and trading activities of the Company, and they will work closely with Openpay's employees, merchants and customers to urgently determine the appropriate strategy for the business.

At this time, customers will no longer be able to use the Openpay platform for new purchases, but are still required to pay any outstanding balances in accordance with their existing agreements.

If you or your patients have any queries, contact details and further information will be uploaded to the **McGrathNicol website** and the **Openpay Group website**.

We recommend that you remove any reference to Openpay signage, collateral or references in your practice or online as soon as possible.

In the coming months, ProVision will perform due diligence to assess the suitability of alternative referral partners in the BNPL sector, including consulting with other industries. We also note that the Australian Government is currently consulting with stakeholders to inform a government decision on the future regulatory arrangements for BNPL in Australia.

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



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