



Look Forward.

# Catch Up

## ProVision Updates

### WEBINAR

## ProVision Member Strategic Update

ProVision CEO Tony Jones will host a strategic update webinar for all Members on **Tuesday 28 March at 7pm AEST**.

This event will include a performance update, insights into recently commissioned consumer research and the practice surveys conducted late last year, and an overview of key initiatives that ProVision will be focused on in the coming year to help practices position for future strength.

[REGISTER FOR THE WEBINAR HERE](#)

## Marketing Resources

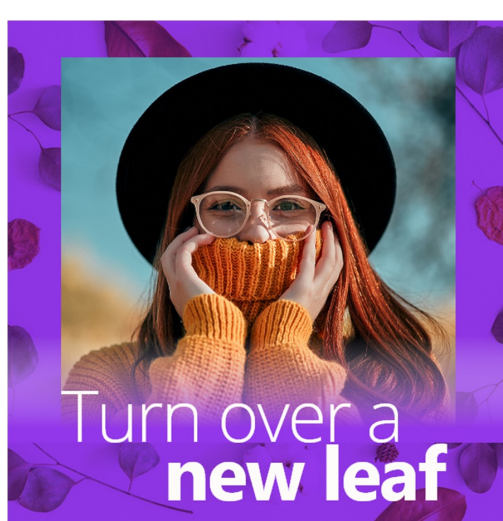
### PROMARKET

## Autumn Newsletter

Email marketing is a great way to get a quick message to your patients this summer. Our Autumn Newsletter has tips and advice that any reader can take advantage of, while promoting your brand and offering an easy link to book an appointment.

Topics this year include different types of tears and their importance, allergy triggers and digital eyestrain.

Looking to send the Autumn Newsletter via Mailchimp? Simply email [marketing@provision.com.au](mailto:marketing@provision.com.au) to request the template.



[ORDER ON PROMARKET](#)

### MARKETING ASSETS

## World Glaucoma Week

World Glaucoma Week runs from 12-18 March, and we want to help you stimulate conversation among your audience to raise awareness about the impacts of Glaucoma.

Glaucoma Australia has released easy to share social media assets as part of their new Glaucoma Awareness Campaign, as well as launching a fundraising initiative called the '7 Sights Challenge', in which you are able to participate to raise much needed funds for early detection programs and support services.

[Click here to learn more about the 7 Sights Challenge >](#)

[DOWNLOAD SOCIAL MEDIA ASSETS](#)

## Supplier Space



### DEVICE TECHNOLOGIES

## Myopia Management Mini-Series

Device Technologies will be presenting an educational 3-part myopia management mini-series featuring Prof. Nick Rumney.

The series covers many topics surrounding myopia management and provides practical information to assist you in optimising your myopia management service within your practice.

Registrations are now open. [Sign up for the mini-series here >](#)



### JOHNSON & JOHNSON VISION

## Virtual Education Event

Johnson & Johnson Institute are hosting a virtual panel discussion on March 29 with Key Opinion Leaders, discussing the topic of contact lens prescribing habits. As with any medical field, the practice of optometry is constantly evolving. Learn how you can ensure that your patients are benefiting from these technological advances.

Registrations are now open. [Sign up for the event here >](#)

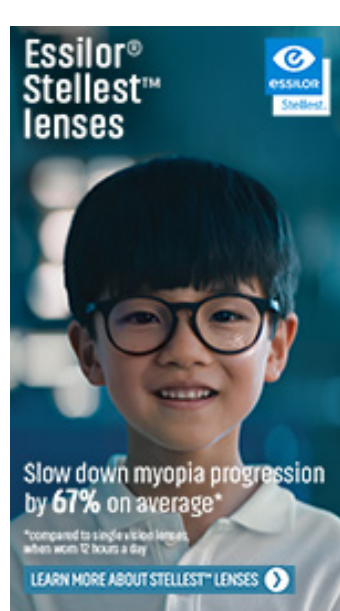


### COOPERVISION

## Webinar With The Stars

CooperVision are running their next "Webinar with the Stars" event with Prof. Mark Bullimore on Tuesday 14 March. This event will discuss new findings around myopia management and the implications for your practice.

Registrations are now open. [Sign up for the webinar here >](#)



### ESSILOR

## Raising Myopia Awareness

In order to drive myopia awareness, Essilor are launching a media campaign on March 27 which will run across 'out of home', radio, and digital media. It is ultimately aimed at driving patients to Essilor partners, including ProVision independent practices, for clinical assessment and recommendation. The campaign also includes in practice elevations and training programs, specifically tailored for the local, personalised and clinically focused services offered by Essilor partners.

Essilor is making this investment to support the industry and in particular independent optometrists, by creating consumer awareness of the newest treatment option, driving patients to your practices, and supporting you to build loyalty with families.

Along with this campaign, Essilor will be running a dedicated webinar for ProVision practices in early May. [Keep an eye out for more details on this.](#)



### NEW HOYA SALES CONSULTANT

## Meet William Dilo

William Dilo has joined HOYA as their newest Queensland Sales Consultant.

His extensive knowledge within the optical wholesale and retail markets, along with ongoing qualifications in optical dispensing, have him well-positioned to support and grow his Queensland customers' businesses.

[Learn more about William here >](#)

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