



Look Forward.

Catch Up

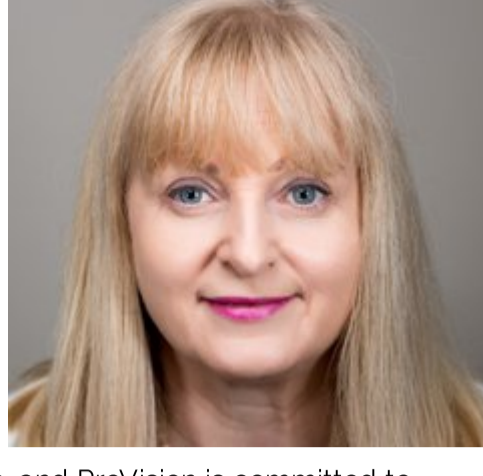
ProVision Updates

HONOURING A VISIONARY

Vale, Christine Craigie

It is with the heaviest of hearts that we advise that ex ProVision Director and valued Member, Christine Craigie, passed away early last week.

Those of you who knew Christine will appreciate her vast contribution to both ProVision and the wider optical industry.



Her loss is one that will be felt far and wide, and ProVision is committed to honouring her legacy.

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](#)

PROTECT YOUR TERMINALS

EFTPOS/HICAPS Fraud Prevention

As fewer transactions are made with cash, our reliance on credit cards and electronic banking increases. This means the likelihood of becoming a victim to fraudulent activity is heightened.

When taking a payment in practice, there are a few steps you and your employees should take to ensure that your EFTPOS/HICAPS terminal is secure.

Click the button below to read our tips to avoid scammers.

[READ OUR TIPS](#)

Marketing

DON'T LOSE YOUR DATA

Have You Transitioned to Google Analytics 4?

Google's Universal Analytics (UA) will stop gathering data on July 1, 2023, as they transition to Google Analytics 4 (GA4) as the default platform. To maximise historical data and ensure that relevant information is flowing through to GA4, we recommend reaching out to your IT partner to commence the switch.

For those who do not begin this transition manually, starting in March, Google will configure a GA4 account consistent with your existing UA property.

[To learn more about preparing for Google Analytics 4, click here >](#)

Referral Partners

NEW REFERRAL PARTNER

Introducing Locumly

Locumly provides the simplest way for time-poor practice managers and owners to find optometrist locum cover for any occasion.

Get instant access to a pool of more than 500+ AHPRA qualified optometrists by adding shifts for your store in under 30 seconds. The software will match it to relevant locums in the area and alert them to the request.

The addition of Locumly to our Referral Partner relationships strengthens the locum recruitment offering for members, with Eyecare Recruitment introduced late last year to the network.

[Learn more about the partnership here >](#)

Supplier Space

PRODUCT LAUNCH

Device Technologies - SOLOS Lensmeter

Late last year, Device Technologies and its 30-year supplier partner, Topcon Healthcare, introduced an evolution in Lensmetry to the AUS/NZ market. The SOLOS is a fully automated lensmeter, with a full range spectrometer that detects, measures and marks single vision, progressive and other multifocal lenses glazed in a spectacle frame or as uncut lenses.



With a single touch, SOLOS automatically positions each lens, detects the lens type and performs comprehensive measurements of both lenses within a spectacle frame. The spectral transmittance meter is designed to measure light wavelength transmission in all types of lens material. The transmittance graph helps explain the benefits of UV-A and blue light protection to the eyeglass purchaser. Measurement results can be sent to the built-in printer and also exported to an EMR, Topcon CV-5000S digital phoropter or Chronos binocular refraction system.

[Watch the video and download the product brochure here >](#)

SUPPLIER EVENTS

2023 Graduate Webinar - Johnson & Johnson Vision

If you would like to grow your contact lens prescribing skill set to meet your patients' ever-increasing needs at different stages of life, then this webinar is for you.



Commencing on Tuesday 28 February, 7:30-8:30pm AEDT, this virtual education event will introduce the ACUVUE® Portfolio of lenses, with a focus on latest innovations that will give you the best chance of success with your patients in practice.

[To register for the webinar, click here >](#)

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](#)