



## ProVision Updates

### MEMBER ROADSHOW RECAP

## Obligation-Free Home Loan Health Check

At our recent Member meetings across Australia, Paul McKinley from Optometry Finance Australia presented to Members about a range of finance related topics. Since then, there has been a lot of enquiry around mortgage finance, including:

- Refinancing in the current (turbulent) market
- Expiring fixed rate mortgages
- Benefits of finance pre-approval

Paul would like to put an offer to ProVision Members for an Obligation-Free Home Loan Health Check for anyone with a mortgage to ensure that they are getting the best deal.

[CLICK HERE TO LEARN MORE](#)

## Campaigns

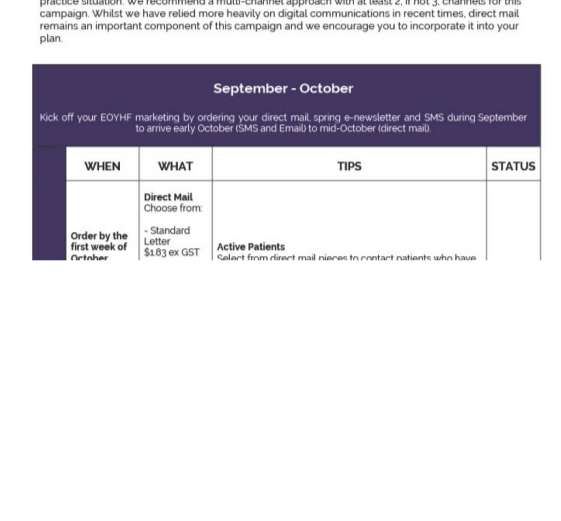
### TIPS

## Marketing Moves to Help Fill Your Appointment Book

Have you initiated your communication for the End of Year Health Fund Campaign? If not, you'd certainly want to seize this excellent opportunity.

The ideal strategy for filling your appointment books is to encourage both your active and lapsed patients to revisit your practice for an appointment. And what better approach than leveraging point of sale marketing with traditional health fund messaging?

Take a look at the resources provided below. Additionally, on ProMarket we offer SMS templates that can aid you in re-engaging with lapsed patients beyond the scope of End of Year Health Fund messaging.



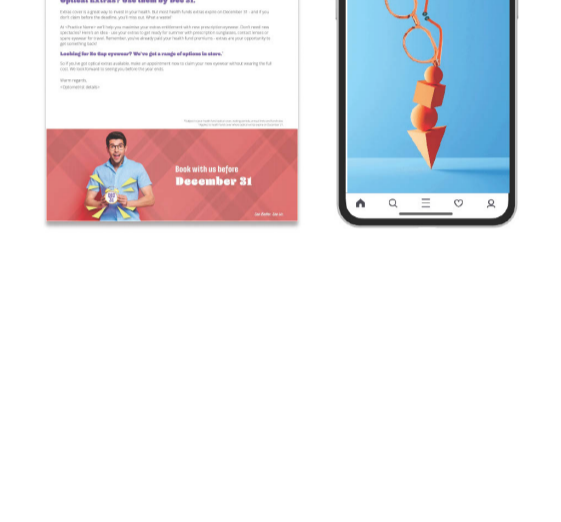
### PLANNING

## Marketing Guide

Have you had a chance to read our marketing guide? It's been designed to assist you in maximising the potential of your campaign.

If you're in need of some inspiration to kickstart things, this resource is tailored just for you.

[DOWNLOAD THE MARKETING GUIDE](#)



### PRODUCT PREVIEW

## Campaign Lookbook

Have you explored the range of ProVision products on ProMarket?

Now is the perfect opportunity to order campaign material. There are options such as standard and premium letters, emails, gift vouchers, SMS messages and more. It's not too late to get started!

[VIEW CAMPAIGN LOOKBOOK](#)

### MARKETING TOOL

## Save Time Preparing Marketing Lists

Need help cleaning and readying your marketing lists to use with ProVision campaigns?

This handy tool, developed by Business Coach Jim Colley, can help you separate, organise and combine files within your Optomate Touch lists before using them with ProMarket products.

If you're planning to send recall letters or other marketing as part of your End of Year Health Fund campaign, be sure to give it a try!

[MARKETING LIST SORTER](#)

## Learning and Development

### PROVISION COURSE

## Advanced Lenses

The last program of 2023, Advanced Lenses in WA, is here. If you're in WA, don't delay - register now!

Learn to understand the appropriate use of lens materials and designs, confidently recommend PAL design options, suggest anti-strain and extended focus lenses, and build confidence when recommending lenses to help enhance dispensing staff's independence.

### Who should attend?

New practice staff or existing team members with little or no knowledge of optics or dispensing.

### Date and time:

Monday 23 October, 9:00am - 5:00pm

For any queries, please contact [learning@provision.com.au](mailto:learning@provision.com.au)

## Supplier Space

### SUPPLIER OFFERS

## Carrera Eyewear

Carrera Eyewear, a part of the Safilo Group, is proud to announce the appointment of Pat Cummins - Australian Test and One Day International Cricket Captain - as their Brand Ambassador.

For further details, [View the Press Release](#)

Download Carrera Eyewear's Content Library [Click here](#)



### SUPPLIER EVENT

## LUMENIS

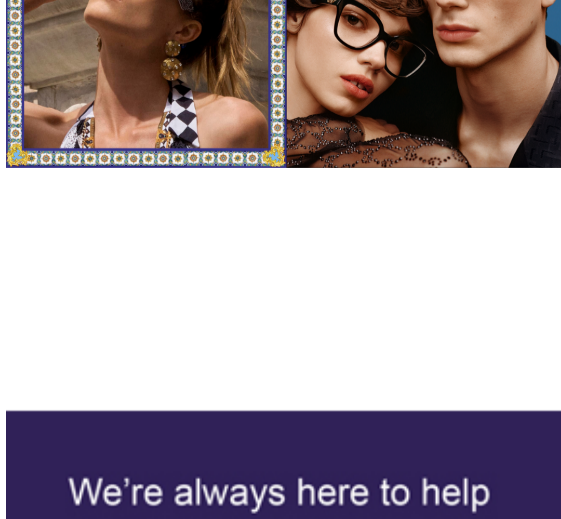
Lumenis invites ProVision Members to their showcase events in Brisbane, Adelaide, Sydney, and Melbourne this October.

Explore their latest technologies, have a demo as your team watch on, or simply drop by to meet their team, all while enjoying some refreshments.

Register now to secure your spot!

For further information, or to register for the event [Click here](#)

Download the OptiLight brochure [Click here](#)



### SUPPLIER NEWS

## Project Green

Eyes Right Optical launched Project Green at O-Mega23, achieving remarkable success by filling a market void for eco-friendly, luxury eyewear.

Project Green have organised to have over 1,200 trees planted in the Amazon rainforest! For every Project Green frame purchased, a tree is planted in support of the ONE TREE PLANTED foundation.

Download Project Green's Content Library [Click here](#)

### SUPPLIER CONTENT

## Cartier, Le Specs, Gucci & More

Visit our Anytime Social Media Resource Hub to find new marketing materials from our suppliers. Explore fresh lifestyle and stock imagery from Cartier, Le Specs, Gucci, Oroton, Camilla, and Privé Revaux.

View our Anytime Social Media Resource Hub [Click here](#)



Was this week's content helpful? Let us know at [feedback@provision.com.au](mailto:feedback@provision.com.au)



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