



ProVision Updates

CONFERENCE

Edge24 Winners!

Congratulations to our 3 lucky ProVision Practices who have won a \$200 Crown gift voucher to use at next year's Edge24 conference!

Don't forget, if you haven't registered for Edge24, there's still time to secure super early bird pricing to save you \$200 per delegate. Visit the Edge24 website for more information, [click here >](#)

[CLICK HERE TO REGISTER](#)



PROACCOUNTS

December Payment Date Changes

Due to the Christmas office closure, the November statement is required in full by COB Wednesday, 20th of December 2023. This is necessary to allow our finance team time to prepare the supplier payment and reconciliations before the closure of our office on the 21st of December 2023. Meeting this deadline is crucial 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.

Marketing Updates

PROMARKET

ProMarket Email Update

Due to evolving regulations, we will be issuing a request to verify the email addresses Members use to send ProMarket emails.

The purpose is to quickly and accurately ensure each nominated email address is approved for use with a third-party vendor (in this case, ProMarket). Email addresses that are not verified may experience lower delivery rates, or increased risk of being flagged as 'SPAM'.

The good news is that verification is easy! In the coming days, all practices will receive the pictured notice, sent to the email address that has been nominated for use on ProMarket. Simply click 'verify' to approve use of your email address on ProMarket.

SMTP.GO

Verify your email address for sending

You have been invited to approve your email address as a verified sender within an SMTP2GO account. This will allow the account to send emails from your email address.

To confirm that this email address belongs to you and that you wish to verify the email address for this purpose, click the button below. This link will expire in 30 days.

[Verify your@email.com.au](mailto:Verifyyour@email.com.au)

EMAIL DOMAINS

Changes to BigPond and ISP Email Accounts

Telstra has recently implemented a new email policy which restricts the use of BigPond email addresses on third party platforms, such as ProMarket and MailChimp. Practices that currently have a BigPond or other ISP email address are strongly encouraged to nominate a new email address for use on ProMarket. An 'ISP' email address is one that has been given to you by your internet vendor, such as Telstra, Internode or TPG.

In the vast majority of cases, it is best to send practice emails from an email address registered to your website domain. Email addresses that end in BigPond.com are likely to be rejected by the recipient's email account. Having an email address that is instantly identifiable as your business will also ensure a much greater brand experience for your customers. This in turn can help improve engagement with your campaign emails.

Changing your ProMarket email address is easy - simply send an email to marketing@provision.com.au and let us know what email address you'd like to nominate.

CAMPAIGN REMINDER

Don't Miss Out! Register Now for January - March Campaigns

Remind health fund customers to make the most of the new year extras reset, and help parents ensure the best for their children's vision.

There are three brand new campaigns on offer to promote 'back to school' eye tests and new year health fund reset. We're also offering a wide range of past campaign options for those who may have missed out when they were first launched.

Registrations for point-of-sale are strictly open until the 21st of November. Click below to register on ProMarket.

[REGISTER NOW](#)

MARKETING TIPS

Optimise Your Patients' Benefits - With No Need for a Consultation!

If your appointment book is full, don't miss the opportunity to connect with our patients who have had an eye exam in the last 12 months and hold a current prescription. ProMarket has SMS, letters and emails to help you share the following messages:

Supporting Your Patients' Optical Extras

It's not just about patients due for an eye test; remember those you saw last year with a current script. Encourage them to make the most of their health fund extras and invest in prescription sunglasses they've been putting off.

No Gap or Low Gap Benefits

For those in your community facing financial constraints this year, optical services offer the option to pay nothing at all. This is their chance to update their eyewear collection with another pair at no cost to them.

Contact Lenses

Don't forget your contact lens patients who have a current script but might not have used all their benefits yet - encourage them to place their orders and claim before the New Year.

Ring in the New Year with New Glasses

Remind patients to begin the new year with new glasses. If they haven't used their optical benefits by year-end, encourage them to schedule an Eye Health Check or visit your store on January 1 for updates and to maximize their benefits.

Click below to discover a variety of SMS and Emailer templates, and free text options that allow you to create your own customised messages.

[CLICK HERE FOR PROMARKET](#)

Learning & Development

ONLINE WEBINAR

Myopia: Getting ahead of the curve

CooperVision and Optometry Australia invite all ProVision Members to attend their upcoming Institute of Excellence (CPD) accredited webcast titled, 'Myopia: Getting ahead of the curve'. This is free to all Members.

Learning Objectives:

Explore Myopia Management: Pros and Cons, Early Diagnosis, Effectiveness of the different modalities, and Future Insights.

Date and Time:

Tuesday 21 November 2023, 7:30pm - 9:00pm AEDT

[REGISTER NOW](#)

PROLEARN

Selling Sunglasses for team members

As the warmer months approach, every team member should undergo training in selling sunglasses. If your team has not yet participated in the available ProLearn training for selling sunglasses, now is the opportune moment for them to do so.

Learning Objectives:

Learn why sunglasses are essential for good eye health, understand the impacts of UV and sun damage, and discover effective ways to communicate their importance.

Date and Time:

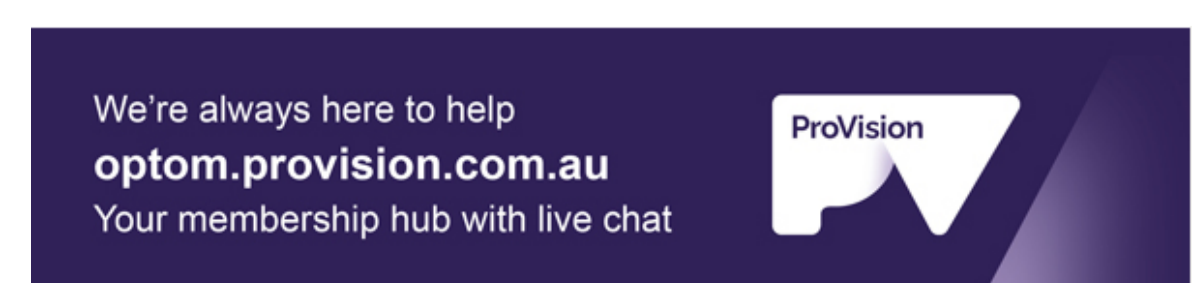
Available on ProMarket

[TRAINING MODULE](#)

Supplier Space

The enthusiasm from our Suppliers to be featured in this week's Catch Up was incredible. We are so thrilled to bring you these exclusive offers from Device Technologies, HOYA, Smith Eyewear, and VS Eyewear. We are also excited to share the latest collection of Titanium styles from Aaron's Eyewear.

[Click here](#) to view this week's supplier space



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](#)