



## ProVision Updates

### PROSUPPLY

#### Introducing the Frame Gallery

We're thrilled to announce ProVision's newest release, the eagerly awaited **Frame Gallery feature** on ProSupply. This feature harnesses ProSupply's extensive database of 30,000 plus frames, enabling ProVision Members to effortlessly showcase the frames available in store on your website.

You can choose the brands you'd like to show, and you have the option of either linking the gallery directly or having your web developer add this to your website.

The objective is to provide prospective customers with a preview of the products that are available in practice prior to their visit, with the aim of boosting the likelihood that they will schedule an appointment.

[CLICK HERE TO LEARN MORE](#)

### PROACCOUNTS

#### Purchases Reports are Now Live

In recent months, we have been working on developing Purchases Reports within ProAccounts to provide practices with the ability to gain a greater insight into their purchases with ProVision Preferred Suppliers.

We have developed two Purchases reports within ProAccounts (that are powered by Microsoft Power BI):

- Purchases by Category Report
- Purchases by Supplier Report

For an overview of these new reports and the instructions on how to use them, [Click here >](#)

### EXPRESSIONS OF INTEREST

#### Private Label Strategy Focus Group

ProVision has undertaken a review of the positioning of Member needs for Private Label Frames. One of the key recommendations from the review is to ensure that our Members can access product that competes with the Bailey Nelson/Oscar Wylee styles, which are proving highly appealing to the 'millennial' shopper.

We would like to bring together a **volunteer focus group/committee** to provide feedback on the overall strategy and to assist in selecting the right product and styles that will resonate with the demographic.

[READ MORE ABOUT OUR FOCUS GROUP](#)

If you are interested, please send your EOI via email to [rboelen@provision.com.au](mailto:rboelen@provision.com.au) with a brief paragraph on your background and what interests you about being part of the focus group by no later than COB November 7.

## Member Marketing Materials

### CAMPAIGN

#### Registrations Are Now Open!

The new year is an exciting time, which makes it easy for consumers to be a little forgetful when it comes to vision care and health insurance extras. We have three brand new campaigns on offer that serve to encourage patients to book their 'back to school' eye tests and as a reminder of the new year health fund reset.

Please see below to discover the campaign options, and reach out to [marketing@provision.com.au](mailto:marketing@provision.com.au) if you would like any assistance during the ordering process.

Registrations are open until November 21. [Click here](#) to view the campaign hub, or [below](#) to register on ProMarket.

[REGISTER NOW](#)



#### 'Bright Eyes'

Reach out to parents with this beautiful and warm campaign. 'Bright Eyes' serves as a timely reminder that a lifetime of healthy vision starts with a back-to-school eye test.

[Click here](#) for a closer look, or

[REGISTER NOW](#)



#### 'Celebrate'

New Year is a time for celebration, and this campaign visualises all the amazing ways your customers can welcome the new year with fresh optical extras.

[Click here](#) for a closer look, or

[REGISTER NOW](#)



#### 'See What Matters'

This popular campaign was initially offered to ProVision Members in 2021, and we're excited to bring it back for those practices that either missed out, or would like to order one of the 5 gorgeous variations available.

[Click here](#) for a closer look, or

[REGISTER NOW](#)



#### 'Look Out'

This campaign is guaranteed to grab customers' attention – and make them smile! 'Look Out' is a bright, fun and simple way to remind everyone to access their new year optical extras.

[Click here](#) for a closer look, or

[REGISTER NOW](#)

## Marketing

### STRATEGY

#### Increasing Appointments through Recalls

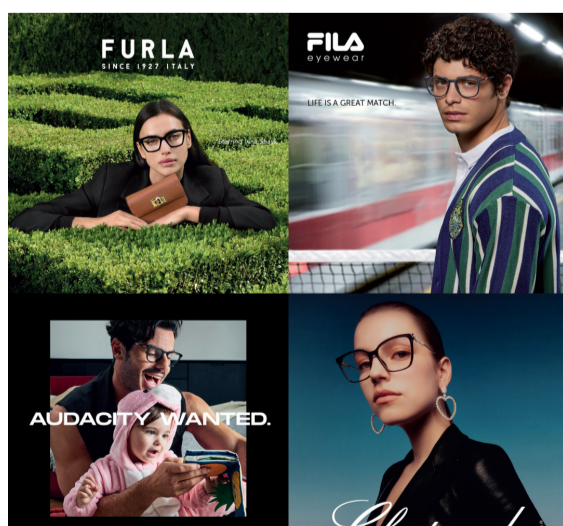
Are you in search of effective marketing strategies to boost your appointment bookings? Have you incorporated a recall strategy into your practice?

Recalls are a fundamental process for bringing patients back to the practice and ensuring that their eye health is being monitored.

Here's a comprehensive checklist of essential actions and steps you should consider reviewing to ensure the strength and effectiveness of your recall strategy.

[LEARN MORE ABOUT RECALLS](#)

## Supplier Space



### SUPPLIER CONTENT


#### De Rigo

Great news! The De Rigo team has just released fresh lifestyle imagery. Be sure to check out the latest visuals from brands like Fila, Chopard, Furla, Just Cavalli, Police, Roberto Cavalli, Escada and Yalea at ProVision's Anytime Social Media Hub.

Download De Rigo's Content Library

[Click here >](#)

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