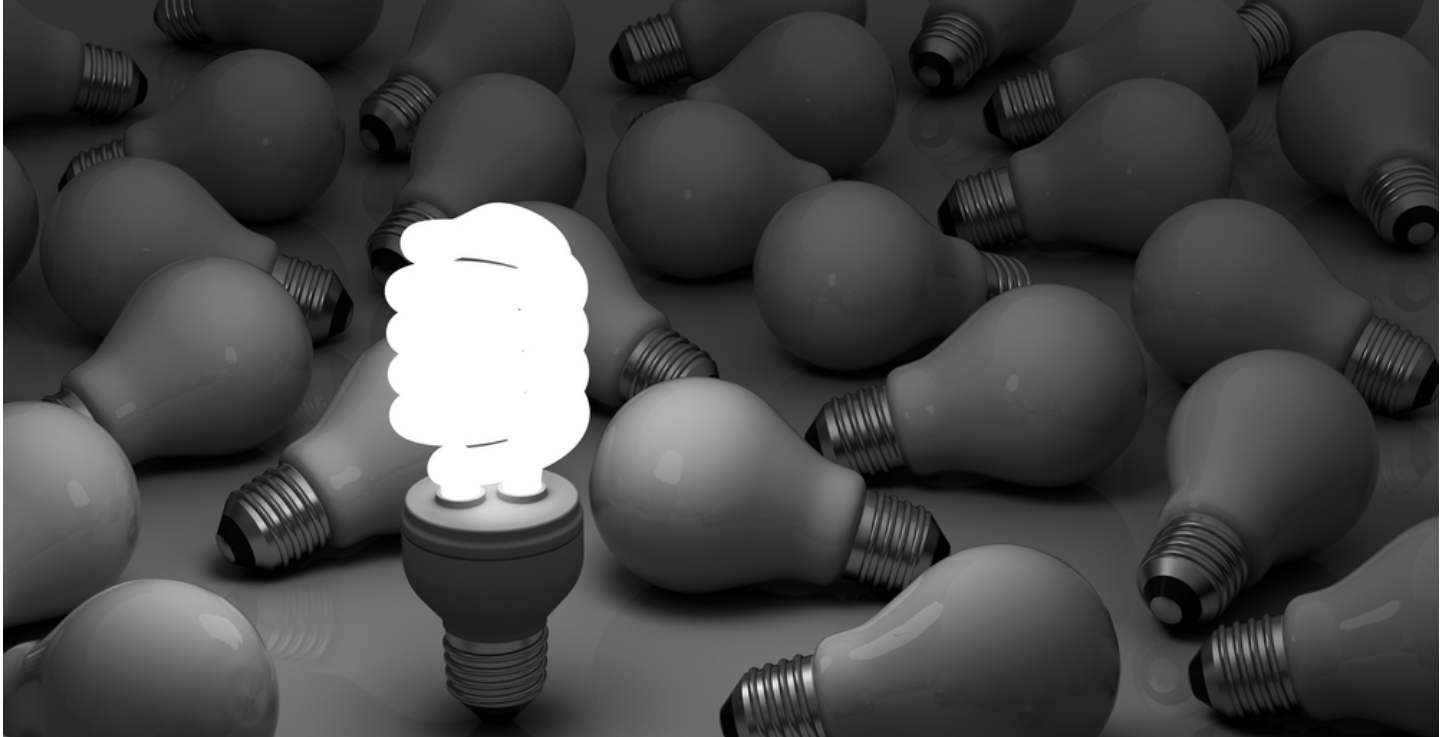
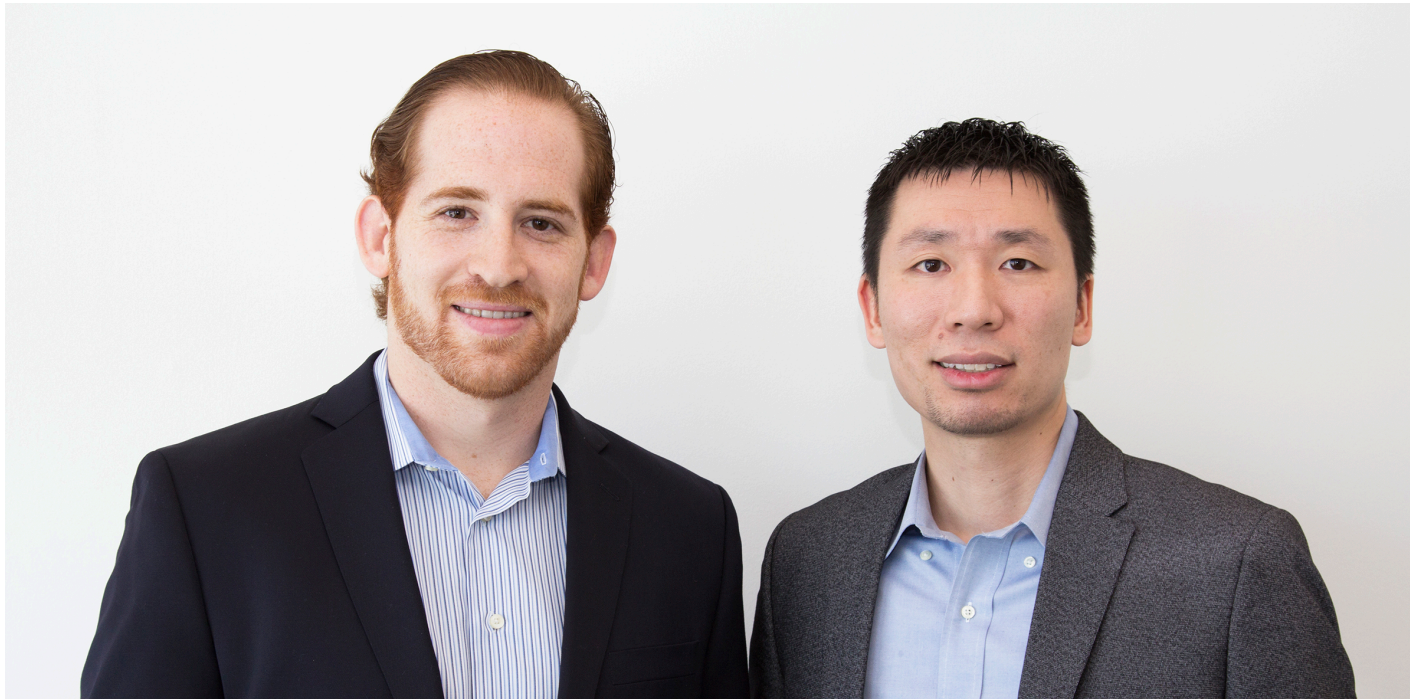


# OPTERNATIVE

Online Refractive Eye Exam  
Technology















Traditional telemedicine strategy

Federal & state laws

HIPAA compliant

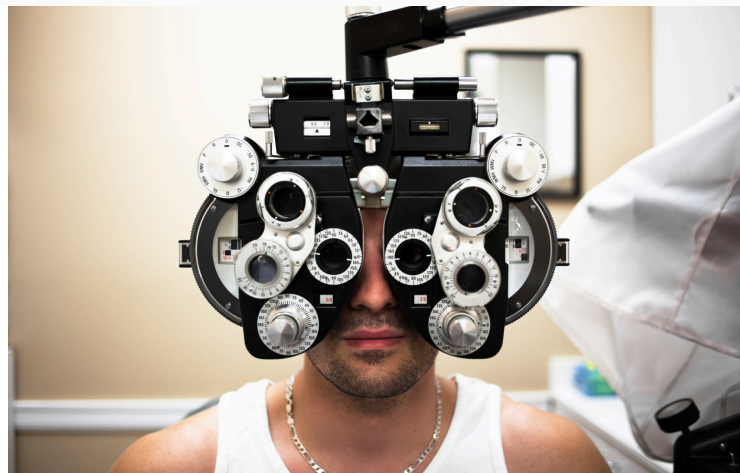


Refraction only eye exam

Comprehensive eye exam  
every two years

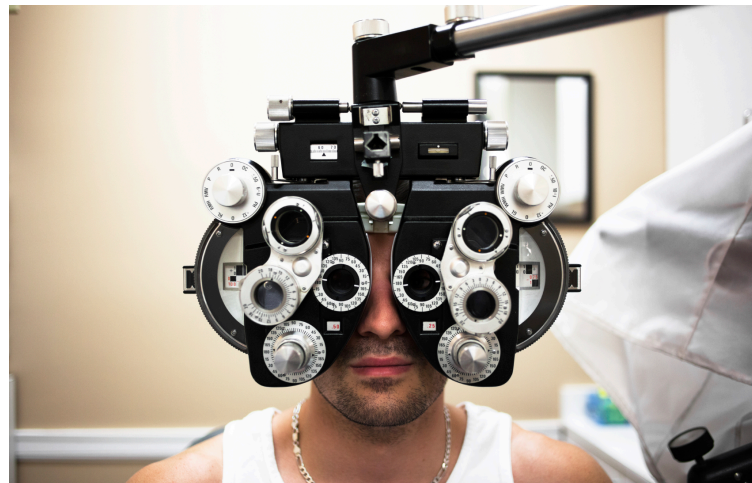
OPTERNATIVE

Not Forever Linked





IV







Retailers

Manufacturers

ECP Community

Launching 2014

Direct to consumer solution

Online optical retail solution

\$30-40 per exam

Embeddable code

Eliminate resistance

Stay on your website

Rx delivered within 24 hours

Increase access for patients

Improve practice efficiency

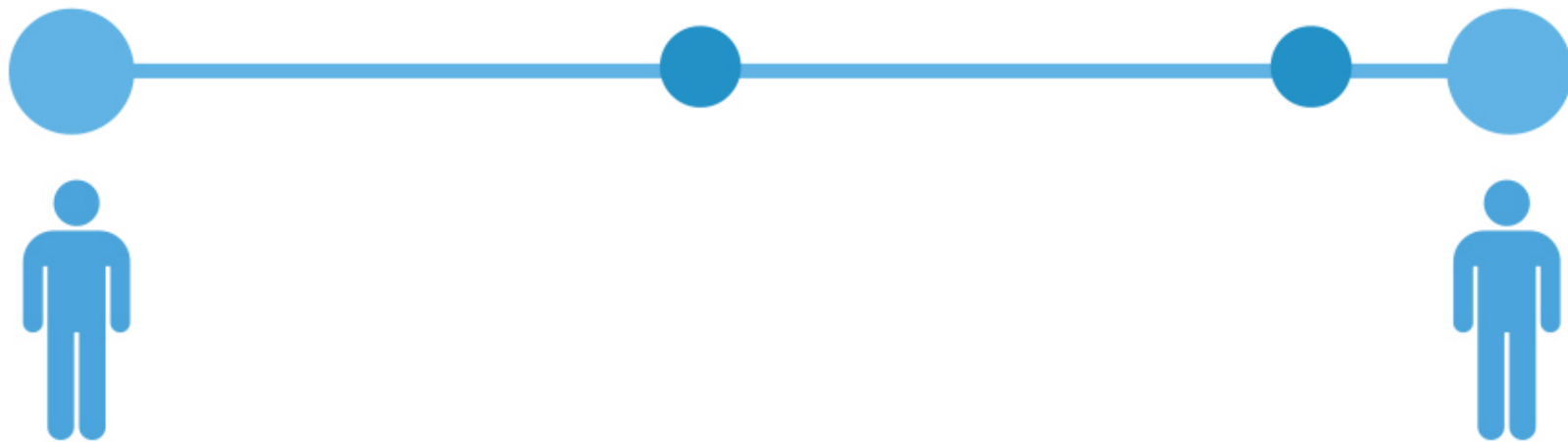
Improve patient experience

ECP's focus on eye health





2.2 years between visits



# 50 million people



2.5 billion people





## Can't Force Patients







**Optometry - Wikipedia, the free encyclopedia**

en.wikipedia.org/wiki/**Optometry**  Wikipedia

**Optometry** is a healthcare profession concerned with the health of the eyes and related structures, as well as vision, visual systems, and vision information ...

List of optometry schools - Category:Optometry - Behavioral optometry

Optometry Ltd.

[www.optometry.com](http://www.optometry.com)

4.3 ★★★★★ 5 Google reviews · Google+ page

Optometry Ltd.

[www.optometry.com](http://www.optometry.com)

4.4 ★★★★★ 6 Google reviews

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4.4 ★★★★★ 6 Google reviews

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4.2 ★★★★★ 5 Google reviews · Google+ page

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4.1 ★★★★★ 21 Google reviews · Google+ page

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2 Google reviews

Optometry Ltd.

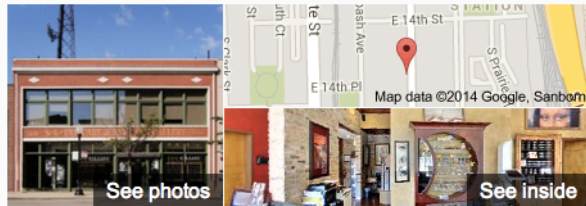
[www.optometry.com](http://www.optometry.com)

4.4 ★★★★★ 9 Google reviews

Map results for **optometrist**



»



## Optometry Ltd.

Directions

Write a review

Address: ·

Phone:

### Reviews

4.3 ★★★★★ 5 Google reviews

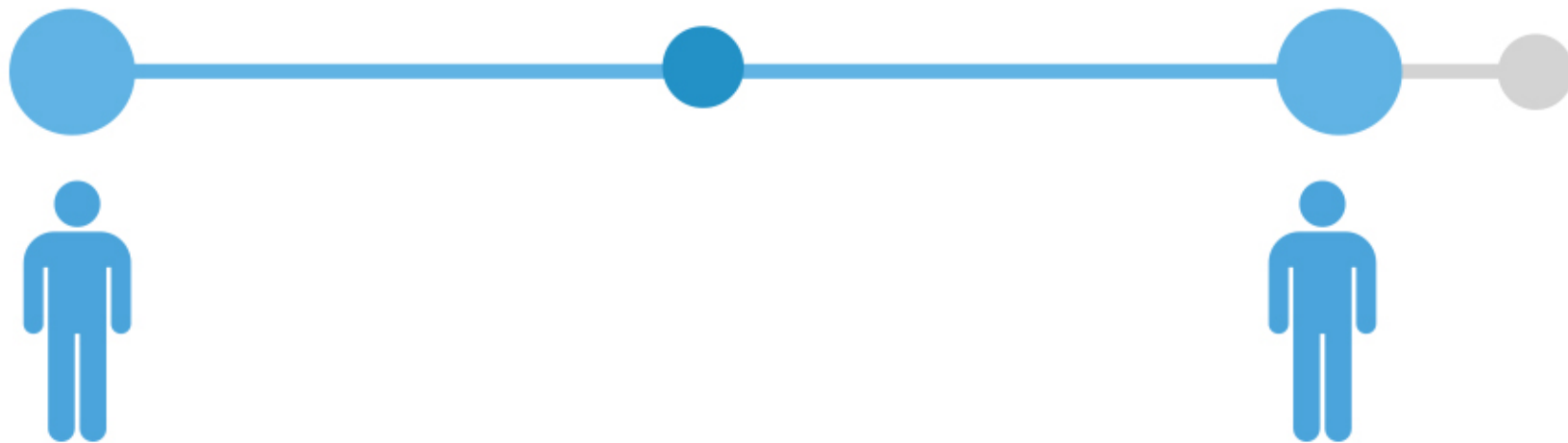
More reviews: [centzy.com](http://centzy.com), [nearfire.com](http://nearfire.com), [merchantcircle.com](http://merchantcircle.com), [demandforce.com](http://demandforce.com)

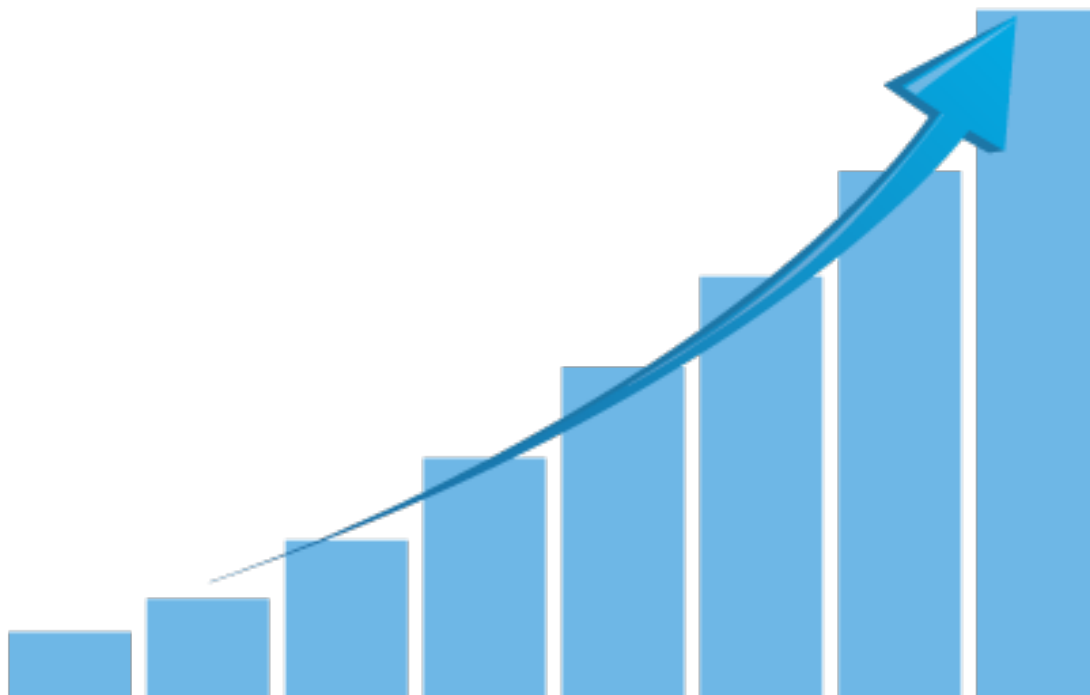
### People also search for



Feedback

10's of millions of people









The Phoropter  
Chapter 2







Retailers

Manufacturers

ECP Community





# OPTERNATIVE

Helping the world see and feel better

[Aaron@Opternative.com](mailto:Aaron@Opternative.com)