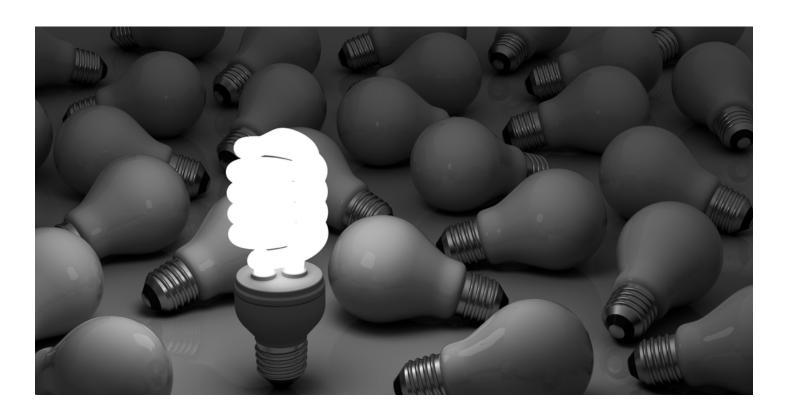
# **OPTERNATIVE**

Online Refractive Eye Exam
Technology

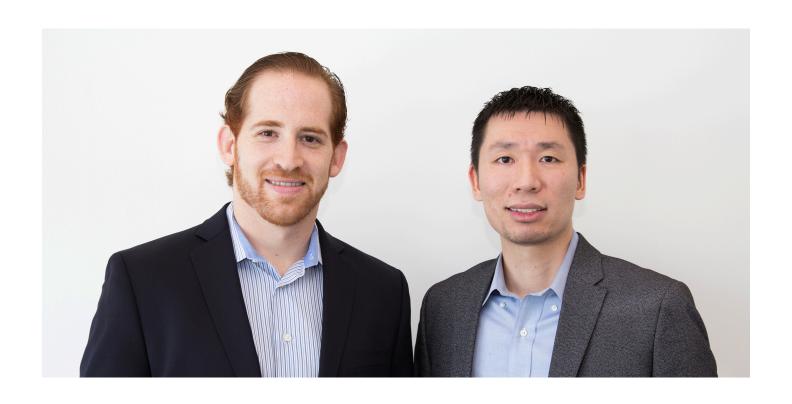


# **Disruptive**





# PTERNATIVE Founders and Inventors







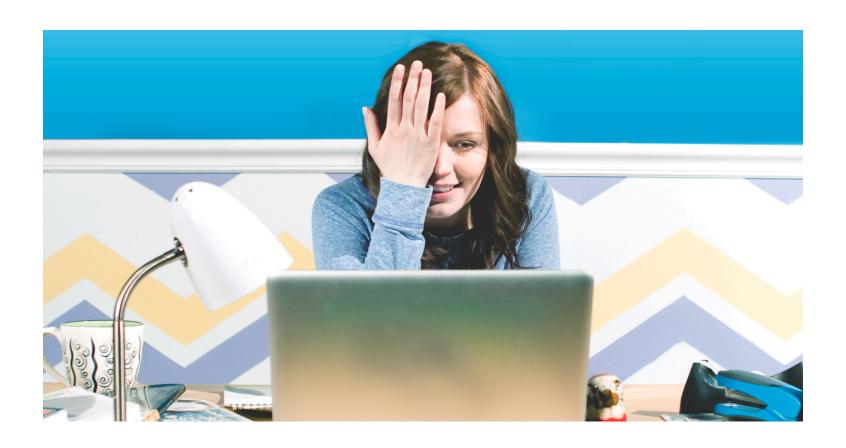


## **Mission Possible**





# Online Refractive Eye Exam Technology





# Signed by an Ophthalmologist



# Legal

Traditional telemedicine strategy

Federal & state laws

HIPAA compliant

# Refraction only eye exam

## **Asymptomatic Health Recommendation**

# Comprehensive eye exam every two years

Source: www.AOA.org

# **O**PTERNATIVE

## **Not Forever Linked**









# **Reinventing Refraction**









# **Work Together**



Retailers

Manufacturers

**ECP Community** 

# **Launch Plan**

Launching 2014

Direct to consumer solution

Online optical retail solution

\$30-40 per exam

# **Online Optical Retail Solution**

Embeddable code

Eliminate resistance

Stay on your website

Rx delivered within 24 hours

# **Professional Solution for ECP's**

Increase access for patients

Improve practice efficiency

Improve patient experience

ECP's focus on eye health

# **Omni-Channel**



## **Comprehensive Eye Exams**

# 2.2 years between visits



## TERNATIVE Potential New Patients Nationwide

# 50 million people



### **Potential New Patients Worldwide**

# 2.5 billion people



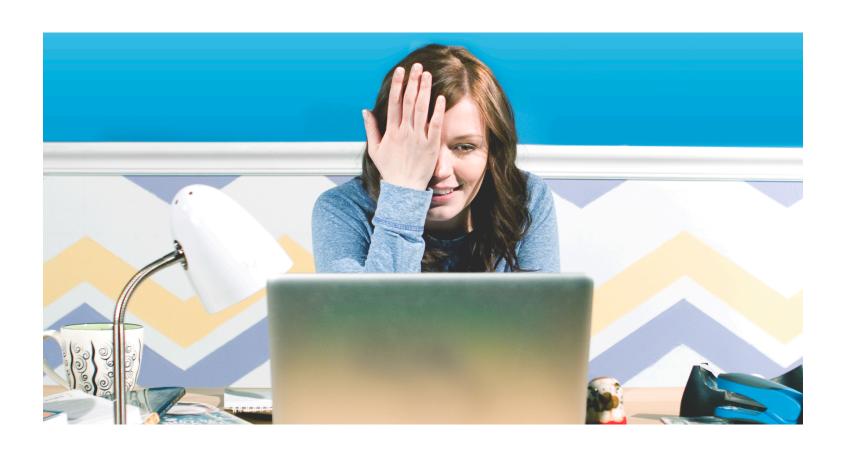


# **OPTERNATIVE** Can't Force Patients



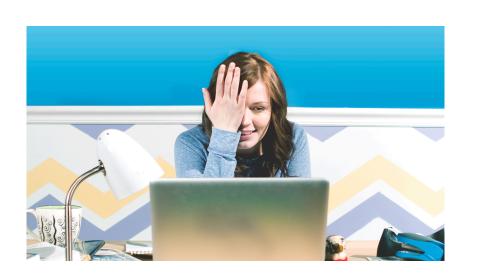


# Make It Easy to Start





# **Expansion Strategy**





# **O**PTERNATIVE

## **Advertise Local ECP**

#### 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 4.3 ★★★★ 5 Google reviews · Google+ page Optometry Ltd. www.optometry.com 4.4 ★★★★ 6 Google reviews Optometry Ltd. www.optometry.com 4.4 ★★★★ 6 Google reviews Optometry Ltd. (D) www.optometry.com 4.2 ★★★★ 5 Google reviews · Google+ page Optometry Ltd. E www.optometry.com 4.1 ★★★★ 21 Google reviews · Google+ page Optometry Ltd. www.optometry.com 2 Google reviews Optometry Ltd. www.optometry.com 4.4 ★★★★ 9 Google reviews

Map results for optometrist



#### Optometry Ltd.

Directions Write a review

Address: 1

Phone:

#### Reviews

4.3 ★★★★★ 5 Google reviews

More reviews: centzy.com, nearfire.com, merchantcircle.com, demandforce.com

#### People also search for







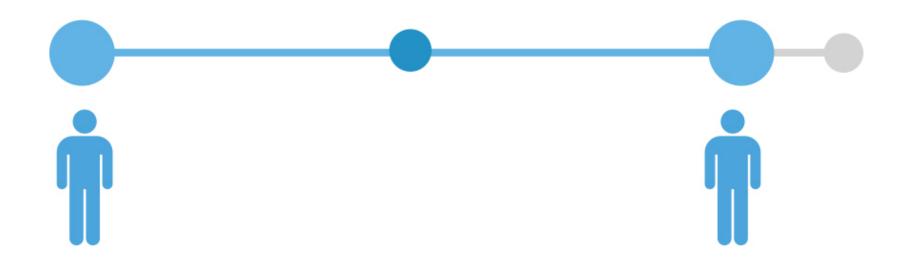




Feedback

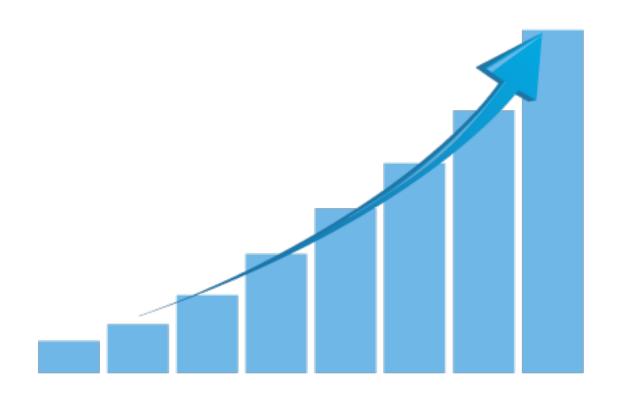


# 10's of millions of people





# PTERNATIVE Industry Growth & Opportunity





## Change is Coming





# Change is Hard and Risky

The Phoropter Chapter 2





# **Industry Growth & Opportunity**





# **Work Together**



Retailers

Manufacturers

**ECP Community** 



# **O**PTERNATIVE

Helping the world see and feel better

Aaron@Opternative.com