

Bart Foster

Founder & CEO, SoloHealth®

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**INTERNATIONAL
VISION
EXPO**
& CONFERENCE
NEW YORK

The New Empowered Consumer

How Technology is Fueling
Today's Empowered Consumer &
Pushing Healthcare Forward



March 21 2012



Key Objectives

1. Discuss today's new empowered healthcare consumer and how they will change the way we all do business.
2. Review key trends in retail healthcare and what it means to the Optical Industry.
3. Outline trends in self-service technology and how they will affect the ECPs.
4. Reinforce how technology will be a major driving force towards a more efficient and effective healthcare environment for all.

How Did you Arrive at the Summit?



Self-Service Technology Enables Consumer Empowerment



403,000 ATMs



26,000
locations



74,000 self
checkouts



All major
airlines

“What Can I Do for Myself?”

Reaching Consumers Where They Are



Consumers Visit
Supermarkets 2.1
times/week

92% of Americans
Live Within 5 Miles
of multiple retailers

Walmart 
Save money. Live better.

CVS/pharmacy

**RITE
AID**

SAFEWAY

Kroger

Walgreens
The Pharmacy America Trusts


TARGET

Publix

Retail Healthcare Innovation



These formats offer assisted, time-saving opportunities for consumers.



And Convenience

Expanding service
assortment to capture
greater share of wallet



SEARS
Hearing Aid Centers



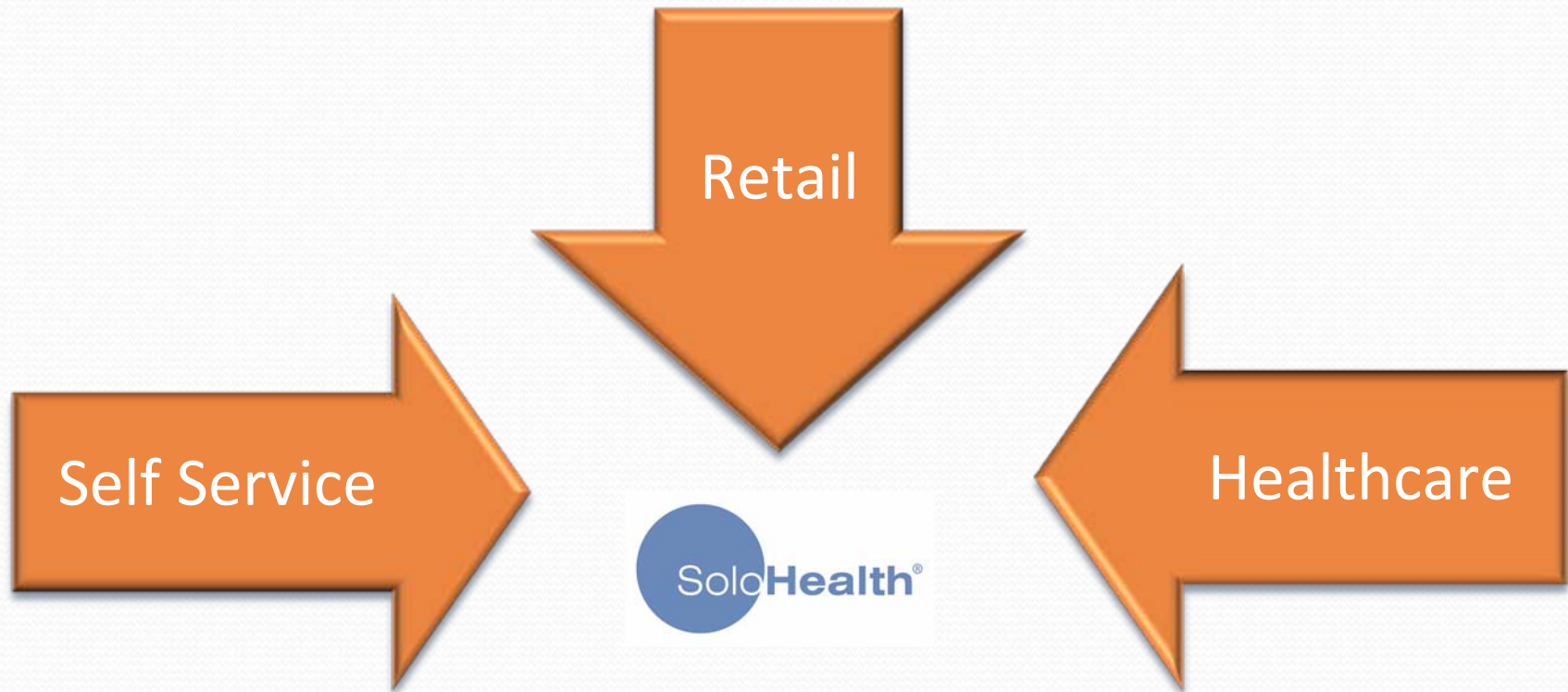
But What Can I Do for Myself



Today's Consumers are Empowered by DIY-style Platforms & Devices.

Help Them Help Themselves.

Market Opportunity: The Virtual Front Porch



SoloHealth is at the convergence of
Retail, Self Service and Healthcare

Consumer Self Empowerment in Retail



Blood Pressure



Vision Screening



Health Risk Assessment



Body Mass Index



Ability to target specific messaging to different demographic age segments

Acuvue Oasys Key Targets:
Females, Males 18 – 34
Females, Males 35 - 54

What is your gender?

☐ Male

☐ Female

What is Your Ethnicity?

☐ American Indian

☐ Asian

☐ African Amer.

☐ Pacific Islander

☐ Hispanic

☐ Caucasian

☐ Other

SEEKING THAT IT MIGHT BE TIME FOR CONTACT LENSES?

ACUVUE OASYS

What is your age?

☐ Under 10

☐ 10 - 15

☐ 16 - 23

☐ 24 - 36

☐ 37 - 49

☐ 50 - 65

☐ Over 65

TRY THE BRAND OF CONTACT LENSES EYE DOCTORS TRUST MOST.

ACUVUE OASYS

START OVER HELP

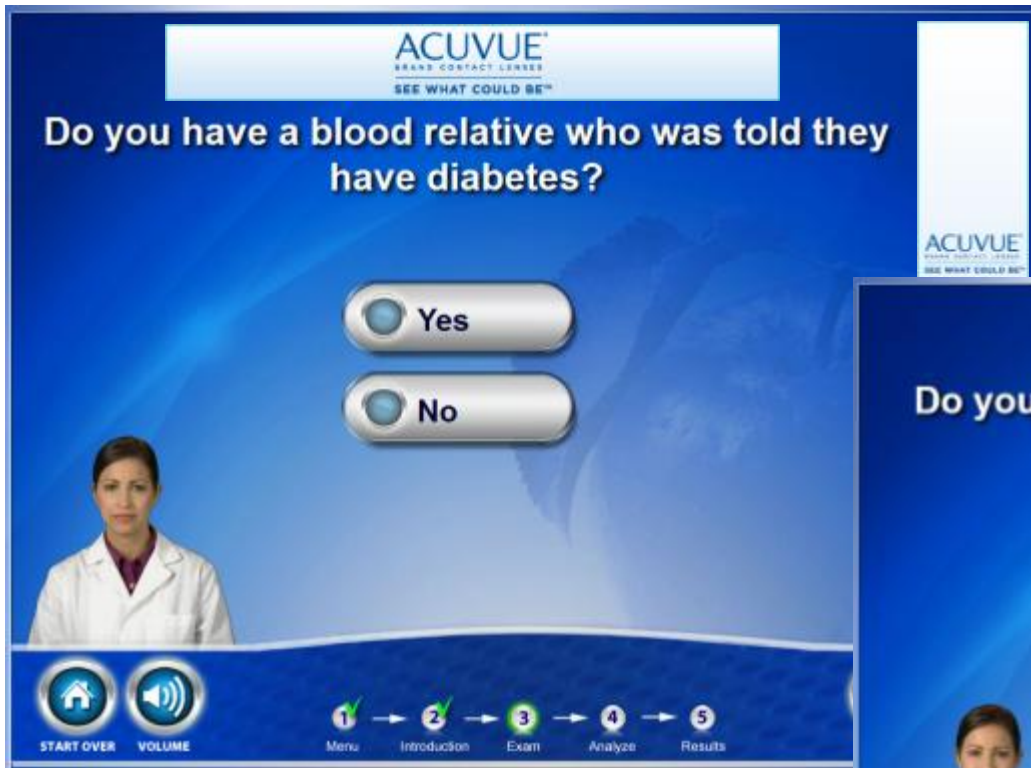
START OVER VOLUME

Menu Introduction Exam Analyse Results

GO BACK NEXT

GO BACK NEXT

Targeted Advertising Based on Consumer Lifestyle and Demographics



Physician Locator - Connecting people with the right local providers

82 Million
Engagements/year¹

WELLPOINT

Look for Low Fat or Fat Free Milk, Yogurt and Cheeses

BlueCross BlueShield

WELLPOINT

Piedmont Medical Center
1140 Hammond Dr/Bldg E-5100 Atlanta GA 30328
(13.73 Miles Away)

	Culpepper, Lisa L, MD	11459 Johns Creek Pkwy Ste 250 John's Creek GA 30097 (0.13 Miles Away)	Optical Doctor
	Russell, Jill A, MD	7810 McGinnis Ferry Rd Ste 108 Suwanee GA 30024 (2.81 Miles Away)	Family Doctor
	Alexander, Bindu J MD	11379 Southbridge Pkwy, Ste A Alpharetta GA 30022 (3.55 Miles Away)	Family Doctor
	Dasoveanu, George F MD	1052 Peachtree Industrial Blvd, Ste 1 Suwanee GA 30024 (4.03 Miles Away)	Family Doctor

Search By Zip **BACK**

WELLPOINT

START OVER **HELP** **GO BACK** **NEXT**

Getting Started Questions & Exam Your Results

WELLPOINT

Look for Low Fat or Fat Free Milk, Yogurt and Cheeses

Piedmont Medical Center

BlueCross BlueShield

Phone: 770-394-4000
Fax: 770-913-0841
Email: jan@woodhamseye.com

1140 Hammond Dr/Bldg E-5100 Atlanta GA 30328
(2.33 Miles Away)

Hours: Mon thru Thurs 8:00 to 5:00 Friday 8:00 to 3:00

Specialties: Cataract/Refractive Surgery General Ophthalmology Disease Management, Glasses and Contact Lenses, Optical Shop on site

Products/Services: Dr. Woodhams is the exclusive provider of PreLex™ surgery for the treatment of cataracts/presbyopia Lasik surgery/Implantable Contact Lenses,disease management,glasses/contact lenses Optical Shop onsite

Health Insurance Affiliations: Medicare, and most Insurance companies

Contact Me **Email Info** **Done / Back**

WELLPOINT

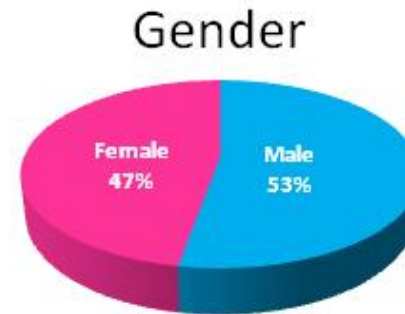
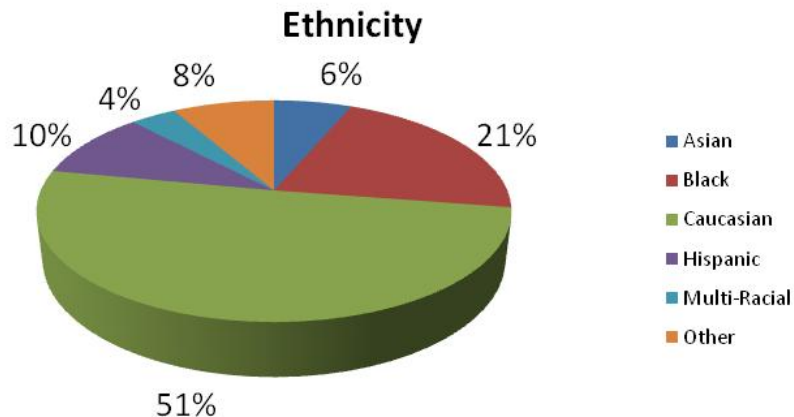
START OVER **HELP** **GO BACK** **NEXT**

Getting Started Questions & Exam Your Results

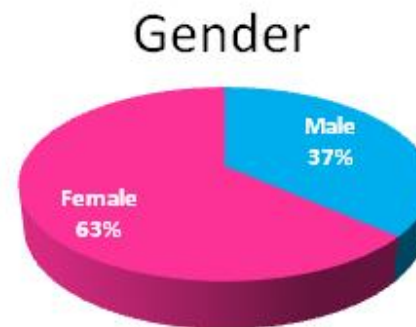
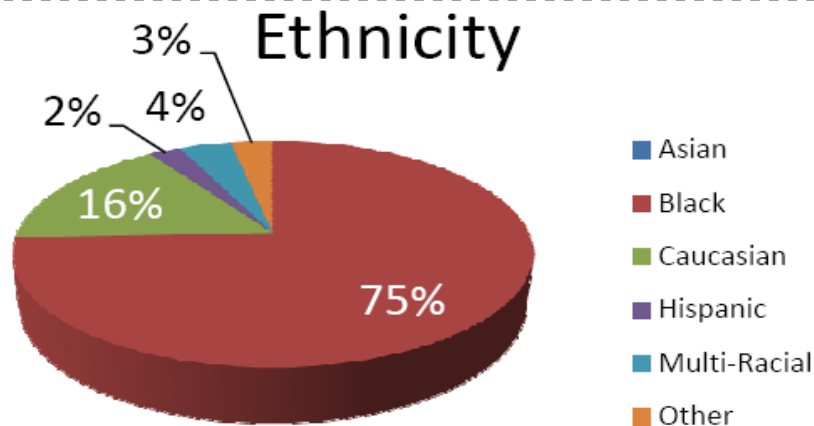
Sorted by Insurance Provider

Based on 5,000 units at 45 people per day

Users Reflect Demographics of the Area – With Those In Need Taking Action



All Users Reflect Demographics of Where Kiosks are Placed



Exam Requester -> More Diverse, More Female, More Need



The Future of Healthcare....

The Future of Healthcare...

Digital & Social Connections



78% of U.S. population
use the Internet; 80%
of them regularly
access social media.



Almost 9 out of 10
U.S. Internet Users
Are on Facebook



The Future of Healthcare...

Wireless & Mobile Devices



**Mobile is Empowering
Consumers to Connect
& Communicate
About Their Health**

**234M Mobile Users
in U.S.; 101M Use a
Smartphone...and
Growing Rapidly**



The Future of Healthcare...Patient Scheduling



Patients using
Technology to Find
and Schedule
Appointments



The Future of Healthcare... Retail Telemedicine

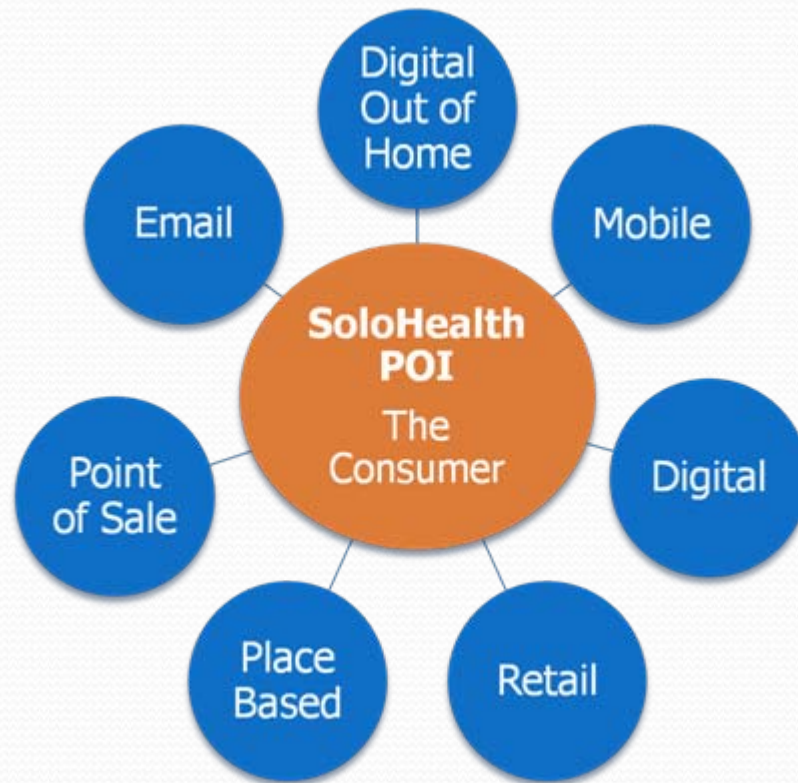


Telemedicine will
Improve Access and
Reduce Costs of Care



The Future of Healthcare...

Embracing Technology to Empower Consumers



Reach Today's Consumer Through Their Multiple Touch Points.



The Future of Marketing

1. Personalized

2. Targeted

3. Social

4. Integrated

5. Local

6. Contextual

7. Transparent

Closing Thoughts....

1. Stop Trying to Regulate the Marketplace.
2. Embrace Today's *"Empowered Consumer"*.
3. Reach Consumers Where they Are...Real World and Digital.
4. Innovate or Die. Technology Will Drive Us Forward.