

Connect Benefits Package



SPECTRALIS[®]
connect 

 **HEIDELBERG**
ENGINEERING 

The SPECTRALIS Connect Benefits Package

Connect is a comprehensive investment programme for private practice that provides you with the clinical education, practice marketing materials, expert advice, networking and technical support you need to help integrate the SPECTRALIS multi-modal imaging platform successfully into your business. On the following pages you will find further details about the wide ranging benefits you have access to as a SPECTRALIS owner.

The SPECTRALIS Connect Customer Portal

The SPECTRALIS Connect Customer Portal gives you, and as many staff at the practice as you like, access to the practice marketing materials to download and SPECTRALIS Certification Programme. Your login credentials are sent to you via post when you purchase a system along with information on how to register additional members of staff.



Practice Marketing

Heidelberg Engineering provides a range of practice marketing materials designed to enhance patient education, engage patients in discussion and motivate them to book a SPECTRALIS Eye Health Check.

The materials enable you to target market specific disease groups (AMD, cataract, glaucoma and diabetic patients) as well as broadly advertise the benefits of the 4D HD Eye Health Check by explaining that perfect vision does not necessarily mean healthy eyes. Strong messages on the likelihood of developing some of the key diseases that affect sight are aligned with eye-catching graphics. The campaign includes patient leaflets, a patient mailer, roll-up banners, advertisements, postcards, posters, table talker, reminder letter templates, press release templates, website banner, patient website and a practice video for display in practice or on your website.

Where can I find the Practice Marketing Materials?

The full range of materials is available for you to download on the Connect Customer Portal under the "Patient Awareness" tab. The majority of these materials are supplied to you in the form of high resolution printable PDF's, which you can customise using a stamp or sticker with your own logo and contact details and send to the printer of your choosing.

You may order copies of the patient mailer and patient leaflets directly from Heidelberg Engineering and take advantage of our special pricing. Heidelberg Engineering does not profit from your orders and only charge you our cost plus delivery to your address. Pricing* is as follows:

	Price per 100
Patient Mailer	£15.80
Patient Leaflets	£6.00

If you wish to place an order, or have any further questions, please contact:

Telephone:
01442 502 330

Email: Marketing-UK@HeidelbergEngineering.com

*Prices subject to change.



The Heidelberg Engineering Academy

Speaking the same language as consultant ophthalmologists is key for credible referrals and our education programme will get you up to speed learning this new language.

Not only does Connect give you and your staff full training, it also offers online accreditation that makes sure your OCT knowledge level is good even before your instrument arrives.



As part of our commitment to our customers, SPECTRALIS Connect includes:

Two Days of on-site training for you and your staff

Your on-site training will bring you and your staff up to speed with software operation, image acquisition and image analysis using your SPECTRALIS.

SPECTRALIS Certification Programme

The SPECTRALIS Certification Programme assesses the image acquisition and interpretation skills of healthcare professionals undertaking ocular imaging as part of their role. The accreditation process is assessed by portfolio submission and online multiple choice examination, completed via the SPECTRALIS Connect Customer Portal. Please login to the SPECTRALIS Connect Customer Portal and select the "SPECTRALIS Connect Certification Programme" tab to find out more.

SPECTRALIS 4D HD Eye Health Check front of house training

It is essential that front of house staff understand and are able to communicate the benefits of the 4D HD Eye Health Check to your patients, which is why we will provide the training and tools you need to succeed in doing so. To book your session, please contact:
Telephone: 01442 502 330
Email: Academy-UK@HeidelbergEngineering.com

Image Acquisition and Interpretation Courses

The Heidelberg Engineering Academy runs courses from their dedicated training centre in Hemel Hempstead year round, so you can always top up your imaging and interpretation skills. As part of your SPECTRALIS purchase, you will receive one place on an OCT Operation and Interpretation Course free of charge. To view the full range of courses and register, please visit: www.HE-Academy.com

Priority access to Heidelberg Engineering Academy events and symposiums

The Heidelberg Engineering Academy regularly hit the road to deliver free CET accredited lecture and peer discussion courses during conferences and at dedicated events nationwide. These ever popular courses become fully booked fast, but we will guarantee all SPECTRALIS owners a VIP place.

Extensive range of online learning resources

You can find a multitude of learning resources, including webinars, how-to guides, video tutorials and interactive e-learning at your disposal on the Heidelberg Engineering website. We are constantly expanding our range of educational materials to enhance your knowledge and improve patient care. You can view these resources here: www.HE-Academy.com



The Connect Business Academy

Heidelberg Engineering has teamed up with a host of business service providers to assist SPECTRALIS Connect customers to embed multi-modality imaging technology successfully within their individual practice and maximise their investment. As part of the SPECTRALIS Connect Benefits Package, these business service providers are offering a range of special introductory offers for their services.



To find out more and take advantage of an offer, please contact the business directly.



Be different, engage with your patients!

Set your practice apart from the rest with ECHO by Eyemaginations. Used by thousands of ECP's around the world ECHO uses animations to create visually stunning, informative and educating content which you can share with your patients where ever they are, be it on your web site, waiting area, consulting room or via emails, you can even use it on your social media. ECHO is distributed in the UK exclusively by the National Eyecare Group.

Connect Membership Benefit

Exclusive 10% discount for 12 months on pay monthly contract.

Further information

Phil Mullins FBDO, Director of Business Development
PK National Eyecare Group Ltd
Telephone: 01684 571762
Email: p.mullins@nationaleyecare.co.uk
Website: www.nationaleyecare.co.uk/membership/echo



eIDRAW Creative Media are experts in video production and moving media. Video in practice, on your website and via social media is an important addition to help with Google rankings and to give your patients clearer concise messages. Video can also play an important role in creating revenue for OCT and extended eye examination services when used with SMS text message or emailed patient reminders, and as informative media in the waiting area.

As creators of all Heidelberg Engineering Ltd. video media we understand how to produce tailored short, sharp, high quality and affordable videos that will work. We take great pride and attention in helping you understand the science of how the media can generate business and valuable presence in the fight against the multiples.

Connect Membership Benefit

We offer a free initial phone discussion to help you understand the true potential.

Further information

Simon Wardle, Managing Director
Telephone: 01832 730606
Email: Info@eldraw.co.uk
Website: www.eldraw.co.uk



HUM helps businesses to achieve advanced business success through improving productivity and performance. We are experts in improving NHS services, developing shared care models, achieving service collaborations across primary and secondary care helping you to become a local service of choice

Our approach is practical but effective. We work with your business and staff to identify and implement positive changes that will guarantee a better business delivered in the best possible way.

Connect Membership Benefit

Free 30 minute diagnostic assessment on your business helping you to identify where changes need to be made.

Further information

Rachel Helm, Managing Director
Telephone: 07786 076269
Email: rachel@thehum.co.uk
Website: www.thehum.co.uk



Myers La Roche is a leading firm of marketing and management consultants based in the United Kingdom. Established in 1985, we work exclusively with Eye Care Practitioners throughout Europe. We have a proven track record with results based upon experience not guesswork and hunches. We pride ourselves in delivering confidential, practical solutions that are designed to improve customer satisfaction as well as sales & profits for practitioners. We offer a unique, money back guarantee – in the unlikely event that your sales turnover does not increase when you implement our recommendations, we will refund our fee. Contact us for a confidential, no-obligation discussion.

Connect Membership Benefit

Premium Practice Health Check programme for £1,250, saving of £350 on the regular price of £1,600.

Further information

Patrick Myers, Consultant
Telephone: 0161 929 8389
Email: pmyers@myerslaroche.co.uk
Website: www.marketing-for-opticians.co.uk



SilverDisc is a digital marketing agency of 25 people based in Northamptonshire. Established in 1993, we use our experience to do three things for our clients: build their websites; market their websites, whether or not we built them; and optimise their websites, using analytics and testing to make them perform better. SilverDisc works for SMEs and corporates who wish to grow and our track record, including a testimonial from Google, shows we can deliver this.

Connect Membership Benefit

A free 30 minute free telephone consultation plus a free digital assessment of your current website (where applicable).

Further information

Neil Campbell
Telephone: 01536 316100
Email: connectbusinessacademy@silverdisc.co.uk
Website: www.silverdisc.co.uk



With over 25 years' experience, as the former MD of Professional Financial Services, Simon's experience in the financial and business aspects of running a practice is vast. In addition, as the MD of successful media marketing company, eIDRAW Creative Media, Simon has a toolbox essential for business.

Simon has helped countless practices learn to understand how technology can gain them revenue and create a more secure future and profit. His expertise in VAT, patient charging models, and integrating change into practice ethos aim to help your practice become more profitable. Your long term aims may well be for retirement or succession and our knowledge of tax and capital gains is first hand.

You may well already own an OCT, but if you wish to examine how it might be done even better or if it's a new challenge for you, I am always happy to talk through, in confidence, your aims hopes and concerns to help you make that important step.

Connect Membership Benefit

Two half day consultation session free of charge.

Further information

Simon Wardle, Business Academy Consultant
Telephone: 07545 195016
Email: Simon@practiceportfolio.co.uk



XEYEX practice management software is designed for independent opticians. An easy to use solution offering multiple terminals and branches with tailored-to-you clinical notes. The appointment diary is drag and drop and the highly configurable recall system and powerful marketing tool makes it easy to retain and build your patient base. As well as dispensing and order tracking linked to an integrated EPOSTill system, XEYEX is bursting with functionality. All of this with our simple and fair approach to pricing.

Connect Membership Benefit

Choose XEYEX as your PMS and as a Heidelberg connect member, you can benefit from 4 consultancy days over your first 2 years' worth £2,000 giving you "one to one" access to an XEYEX specialist who will review your usage, application and data to ensure you get maximum benefit from the system.

Further information

Grant Cardwell
Telephone: 01698 209609
Email: info@xeyex.co.uk
Website: www.xeyex.co.uk



White Rhino Apps

for Opticians
for Business

Engage and Retain your Patient base and provide excellent Customer Service with a Mobile App for your Practice from White Rhino Apps.

White Rhino Apps is in a unique position to build the perfect Mobile App for your Practice.

We have a Director with over 30 years' experience of Software Development and a Business Partner with over 35 years' experience in the Optical Industry.

Mobile is how people access Online Content now

- Publicise your SPECTRALIS capabilities using Video, Images and Text via a Mobile App
- Distribute your SPECTRALIS images via a Mobile App

A Mobile App for your practice?
Why wouldn't you?

Connect Membership Benefit

Free Consultation: learn how a mobile app will benefit your practice and your patients

Further information

Telephone: 023 9243 1953
Email: Info@WhiteRhinoApps.com
Website: www.WhiteRhinoApps.com



Technical Support

Heidelberg Engineering offer a complete range of extended warranty contracts available in either bronze, silver or gold to SPECTRALIS owners. The gold cover extended warranty gives you the best priority support with all parts and labour covered including software upgrades; so you will never have the problem of unexpected bills for any repairs or updates.

For support contact:

Telephone: 01442 502 332

Email: Support-UK@HeidelbergEngineering.com



Networking and Connectivity – view, share and compare

Heidelberg Eye Explorer, or HEYEX™, is the heart of all Heidelberg Engineering instruments, such as SPECTRALIS, HRT and HEP. The central patient database and uniform user interface allow the review of images nearly anywhere in the practice without compromising on tools or image quality.

Benefits for your practice:

Review images from any networked PC in the practice.

Manually or automatically* import images from all diagnostic imaging devices within a practice

Bring SPECTRALIS, Heidelberg Edge Perimeter (HEP) and HRT patient records and images together into a single database. HEYEX provides instant access to new exams acquired by any Heidelberg Engineering instruments

Create combined structure-function reports with SPECTRALIS and HEP

Mobile image review: send images and reports from your SPECTRALIS or HEP instrument to your mobile device, such as your iPad or iPhone using a DICOM compatible app*.

HEYEX Remote: seamlessly launch SPECTRALIS from your practice management system.

**Chargeable optional extra*



SPECTRALIS Investment Club – share ideas, experience and save

As a SPECTRALIS owner, you are automatically a member of the SPECTRALIS Connect Investment Club, which gives you the unique benefit of significant savings on new SPECTRALIS systems, as well as upgrades, based on the number of members who purchase at key scheduled events throughout the year.

This revolutionary concept ensures special offers are available not only to new SPECTRALIS owners, but to existing owners too, allowing you to have the power of the SPECTRALIS at your fingertips now with the security of an expandable platform for the future. As more members join and make the decision to invest in SPECTRALIS, the savings will grow, making improved patient care that results from reproducibility to 1 micron available on the High Street.

Heidelberg Engineering will keep you informed of the latest news and special offers for club members via LinkedIn, email and Twitter.





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