



Ocusweep is revolutionising visual examination and revamping opticians' business opportunities

Ophthalmology professors recommend it. Consumers are already demonstrably interested. Functional vision examination makes opticians' business more profitable.

Perfect vision isn't just sharp. It's also clear, wide, and fast. An understanding of contrast vision, the visual field and reaction time, in addition to plain visual acuity will enable you to improve your clients quality of life more than can be done by simply correcting refractive errors.

Functional vision is important is a claim which is supported by compelling scientific evidence. There is widespread expert agreement that the benefits of examining and regularly monitoring functional vision are indisputable.

Our sense of sight allows us to make quick, accurate observations on our environment and to act accordingly- whether it's a question of coping with traffic, our job, or simple, everyday chores. This is what we call functional vision, and it is the maintenance and improvement of functional vision for the entire population that is the main goal of eye care professionals. This goal can be achieved by preventing vision-threatening diseases or by diagnosing such diseases as early as possible and by providing, cost-effectively, the necessary treatment.

We frequently fail to notice defects in our vision because our brains are so good at patching up observational gaps - we don't notice what we fail to see. That's why it is important to make functional vision measurements. It is particularly important for people who run a risk of catching eye diseases - their vision should be monitored more closely than usual as instructed by an eye doctor.

Kai Kaarniranta

Professor of Ophthalmology, Senior Medical Officer,
Kuopio University Hospital

As people get older, age-related eye diseases become more common. For example, glaucoma, age-related macular degeneration, and diabetes-based eye changes are among the conditions that, if they remain untreated, may permanently impair vision-related aspects of a person's performance. Therefore, early diagnosis of changes caused by diseases - when the disease is still often at an asymptomatic stage- is important as is the proper monitoring of a disease once it has been diagnosed.

Eye doctors are responsible for diagnosing and treating these diseases but monitoring disease-related changes often takes place remotely as well, in which case high-quality follow-up examinations and reliable communication between healthcare providers gain in importance.

At the same time, monitoring patients remotely can free up resources for the examination of new patients so that people will not need to wait to be treated in congested eye care departments in hospitals and so that no patient's vision is jeopardised for this reason.

Experts widely agree that the benefits of examining and regularly monitoring functional vision are indisputable, and consumers equally prefer to have their eyesight examined. The Ocusweep system enables you to offer this service to your customers. Customers will appreciate the service they receive while you will be able to increase your business profits

Nina Hautala

Professor, Senior Medical Officer
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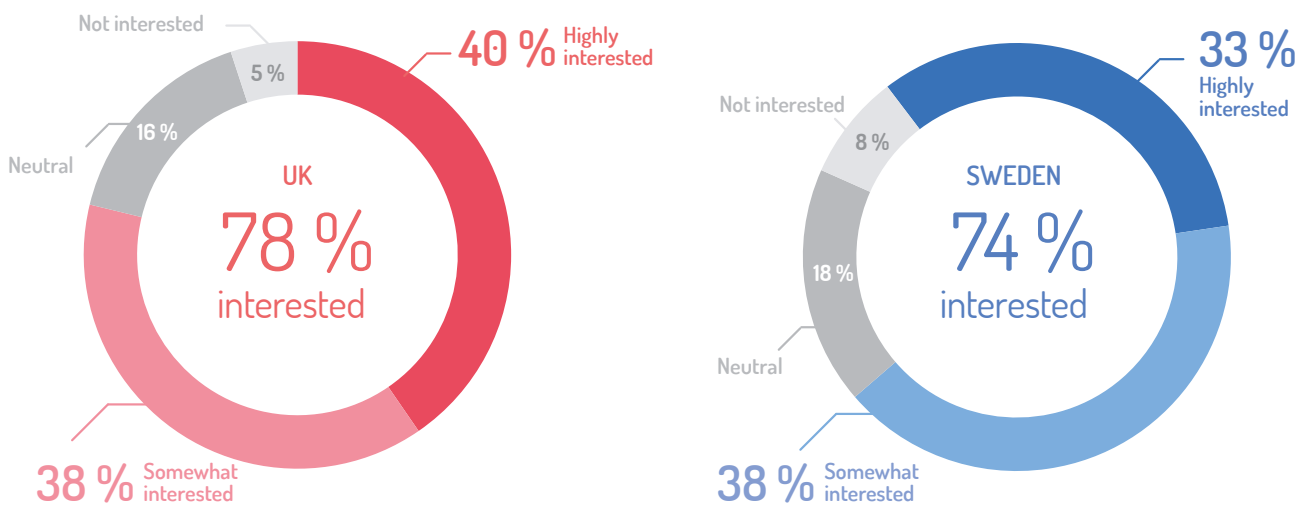
Maintaining one's functional vision is the ultimate goal of vision health care. Understanding functional vision is particularly important as many eye diseases are hidden and people don't realize that they have a problem as the brain will typically compensate early vision losses. I am convinced that information about the functionality of vision will be highly valued by the patient.

David Crabb

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Optometry and Visual Science, School of Health Sciences,
City University of London

According to consumer surveys conducted in the UK and Sweden, consumers are highly interested in their functional vision. The reception has been positive in Finland as well.

People interested in functional vision examination as percentage of the population:



Source: Quantitative consumer studies, 2018; number of respondents: UK n=1507 and SWE n=1001; studies carried out by Frankly Partners Oy.

Measuring functional vision improves opticians' business opportunities. Even for opticians who average just over 2 vision examinations a day, Ocusweep is a highly profitable investment.



Ocusweep

- Potentially higher profit margin for vision examinations
- Increases customer loyalty, resulting in decreased costs of canvassing new customers
- Helps to develop the image of your business as representing state-of-the-art vision expertise

Let's get in touch so that we can perform a business case assessment for your business.

Learn more about functional vision examination and the opportunities that Ocusweep offers: ocusweep.com