

# They point and click, you cha-ching!



## Introducing eyeresource.com

Hilco and Wilson Ophthalmic have built a dynamic new web-site for **your patients** where they can purchase from the industry's broadest selection of eyewear and eye care accessories – the kinds of products they now purchase elsewhere or do without. Each time they buy, your practice profits – effortlessly. Really!

**No fees. No inventory. No billing. No paperwork. No time.** Armed with their assigned access code, patients simply point and click. We ship. Your cash register cha-chings. In this environment, that's music to the ears.

For more information call your Hilco representative at (800) 955-6544 or your Wilson representative at (800) 222-2020.

**Hilco**®

**Wilson**  
OPHTHALMIC



### Why eyeresource.com?

There are hundreds of eyewear and eye care products that your patients could benefit from, but it's impractical for you to stock them all; consequently, patients either do without or purchase these products elsewhere. In fact, each year we receive hundreds of consumer inquiries on our website and phone lines – inquiries that could be turned into profits for your practice.

Eyeresource.com is a consumer website that provides direct patient access to select eye care and eyewear products from the eye care and eyewear accessories leaders – Wilson Ophthalmic and Hilco.

### Available products include:

- Eye therapy products (occlusion therapy, lubricating drops, low vision)
- Eyewear (sun accessories, sport and swim, readers, etc.)
- Eyewear accessories (lens care products, eyewear retainers, eyewear maintenance)
- General Health Products

### How does the program work?

If you qualify and elect to participate in the program, a unique access code will be assigned to your practice.

A patient with knowledge of that access code can purchase directly from the website. Your practice has no involvement in the transaction, whatsoever. On a quarterly basis, all transactions that referenced your access code will be tallied, and a credit will be issued to your account for a portion of the proceeds, automatically.

### Am I eligible, and if so, what's my share?

Any customer with combined Wilson/Hilco annual purchase volume of \$1,000 or more is eligible to participate. Customers with annual purchase volume of \$1,000 to \$5,000 annually (prior calendar year) will receive 15% of quarterly proceeds in the form of a statement credit. Customers with annual purchase volume in excess of \$5,000 will receive 20% of quarterly proceeds in the form of a statement credit.

To enroll or to receive more information please call your Wilson customer service representative at (800) 222-2020.