

SUMMARY OF CODING STRUCTURE AND RULES FOR 1st MAY 2017

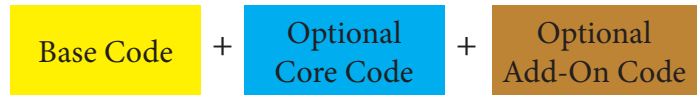
LENS CODING COMPONENTS

Base Code	Previously Generic Base code	Base Code for each Lens Group
Standard (Stock) Code	Pre-manufactured lens	Add to Base Code Only Add-on allowed is a Tint
Core Code	Custom manufactured (Surfaced) lens	ALWAYS UNCOATED
Add-On code	Coatings, Tints added to the Core lens	

SINGLE VISION STANDARD (STOCK)



ALL OTHER LENSES:

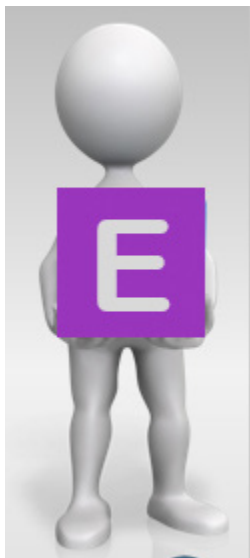


CODING CHARACTERS



CHARACTER 2 - LENS GROUPS

	1	Single Vision Standard (Stock)
	2	Single Vision Surfaced
	3	Accommodative Support lenses
	4	Bifocal
	5	Varifocal Intermediate/Near
	6	Varifocal Distance/Near
	7	Add-ons - Coatings
	8	Add-ons - Tints
	9	Add-ons - Other



CHARACTER 7 FOR CORE LENSES	
1	Clear up to 1.5 index
2	Clear 1.51 to 1.6 index
3	Clear over 1.6 index
4	Photochromatic up to 1.5 index
5	Photochromatic 1.51 to 1.6 index
6	Photochromatic over 1.6 index
7	Polarised up to 1.5 index
8	Polarised 1.51 to 1.6 index
9	Polarised over 1.6 index
A	Photochromatic & Polarised up to 1.5 index
B	Photochromatic & Polarised 1.51 to 1.6 index
C	Photochromatic & Polarised over 1.6 index
D	Blue Block up to 1.5 index
E	Blue Block 1.51 to 1.6 index
F	Blue Block over 1.6 index
P	Tint <35%
Q	Tint >35%

CHARACTER 7 FOR ADD-ONS	
A	Hard Coat
B	Anti-Reflex Coat
C	UV Coated
D	Hard Coat + Anti-reflective coated
E	Hard Coat + UV Coated
F	Hard Coat + Anti-reflex + UV Coated
G	Anti-reflex + UV Coat
J	Anti-Fog
N	Photochromatic
P	Tint <35%
Q	Tint >35%
R	Mirror Coat
S	Polarised
T	Safety Treatment
W	Special Fitting
X	Prism
Y	Special Surfacing
Z	Miscellaneous

OPTOMETRIC PRACTICE MARKETING FOR THE INDEPENDENT OPTOMETRIST



- Personalised Website
- Monthly newsletters to your patients
- Comprehensive eMail and SMS Reminder system with follow-ups
- Practice Facebook page management, promotions and competitions
- Targeted SMS campaigns to your patients
- On-line Contact lens e-commerce site - optional - no extra charge
- 3-month free trial with no obligation whatsoever

For all EyeMark enquiries please Contact Peter Cannon 011 640-2220 082 729 5831