

## Proven technology. Dedicated support. Turnkey solution.

acumenex.com has been serving the eye care industry since 1999. Its consumer contact lens portals boast more than 150,000 registered users and represent a rapidly growing share of online contact lens sales by traditional retailers and independent practitioners.



acumenex.com provides customized consumer contact lens portals for mid-to-large optical retailers, vision plan providers and contact lens distributors.

### Why go online for contact lens orders?

- Only 1 in 8 contact lens consumers orders a full-year's supply of lenses at the time of their exam.
- In 2005, eye care retailers lost \$238 million in sales to one direct marketer alone.
- Online retailers threaten an estimated \$750 million in contact lens sales.
- Consumers are driven by price, convenience and their relationship with their eye care provider - too often, out of site, means out of mind.

### Why have leading eye care providers turned to acumenex.com for their online solutions?

#### To retain the contact lens customer beyond the lens fitting.

- A consumer contact lens portal makes it easy for consumers to re-order their lenses from the eye care provider they know and trust.

#### To simplify management of the entire contact lens business.

- The software completely manages a client's consumer lens ordering business from order input and prescription verification to billing and fulfillment.

#### To get a full-service solution without the capital costs and endless delays.

- Rather than extensive software development fees, a transaction-based fee structure offers a cost-effective solution that can be implemented immediately.

#### To get agile and flexible support services on an on-going basis.

- A dedicated team of professionals respond to changing market conditions in real time.
- Open lines of communications and a collaborative approach to finding quick and effective solutions.

LensPort is a ready-made consumer contact lens portal that can be customized and integrated with existing systems.

- A highly extensible, configurable and scalable platform for consumer lens ordering.
- Serves as the consumer interface and the back office.
- Built using cutting edge technologies and based on the best practices of leaders in the software industry.

#### Features:

- Online ordering
- Reminder e-mails for re-orders
- Prescription verification
- Secure payment processing
- Order fulfillment

To find out more, contact acumenex.com at 905.319.2468 or visit [www.acumenex.com](http://www.acumenex.com)