



PRECISION
Marketing & Client Communications
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Custom Practice Newsletters for Medical Professionals
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Please fill out the below form and fax it to us along with your topic choices numbered by priority. Thank you.

Fax Cover Sheet

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Date: _____

of pages (including cover sheet): _____

Doctor's name: _____ Fax #: _____

Photos this issue? (please circle) Yes No How many? (extra charge for more than three) _____ (original photos, no negatives or slides)

Mailing Instructions: (please circle) Current Resident or Return Service Requested Note: The Post Office charges for address correction returns

Any staff changes? _____

Address, phone or hours changes? _____ Issue #: _____

Any office news? _____

Doctor's message? (topics covered) _____

Referral message? (please circle) Yes No Names? (please circle) Yes No Quantity? _____ Contest winners? (please circle) Yes No

Coupon? (please circle) Yes No Value? _____ Expiration date: _____

New services? _____ Patient profile/testimonial? _____

Special events or promotions? _____

Details:

Optometric Topics

Doctor's Name: _____

Please Note: There is usually only enough room for two to three articles in a semi-custom newsletter and about seven in an all-custom. Please number your choices in order of preference. We'll fit in as many as we can, in that order. Keep this master topics list to refer to each issue.

Diagnostic/Exams

- Corneal Topography
- Exams (importance)
- Exams (prepare for)
- Exams (what we do)
- Eyes: Windows to your health
- LASIK screening
- Preparing for your eye exam
- PRIO Computer Vision Test
- Visual field testing

Conditions

- Allergies
- Amblyopia (lazy eye)
- Astigmatism
- Bags under the eyes
- Blepharitis
- Cataracts
- Color blind
- Conjunctivitis
- Corneal ulcerations
- Diabetes and the eye
- Dry eyes
- Floaters and spots
- Glaucoma
- Hyperopia
- Low vision
- Macular degeneration
- Myopia
- Night vision
- Presbyopia
- Retinal disorders
- Sties
- Strabismus (crossed eyes)
- Tearsaver plugs

Family-related

- 20/20 doesn't mean "perfect" vision
- Back to school exams
- Beginnings of good vision
- Children's eye problems
- Computers and vision
- CRT for kids
- Early development/vision
- Eye care after 50
- Eye health and HRT
- Eye Patch Club
- Eyecare and driving
- Hormonal changes and vision

- Learning disabilities and vision
- Learning years
- Lighting for older eyes
- Major problems for adult vision
- Mature driving skills
- Medication and your vision
- Preschool vision
- Protect your child's eyes
- Protective sports eyewear
- School exams are not enough
- School tests the eyes
- Senior vision
- Sight savers
- Smoking and your eyes
- Sports vision
- Start their vision out right
- Sunglasses and UV protection
- Think before you drink
- Tips for teachers
- Toys and games for good vision
- Vision and learning
- Vision in the adult years
- Vision tips for drivers
- Vision-related learning difficulties
- Vision therapy
- Your working years

Correction

- Bifocal and trifocal tips
- Bifocal contacts
- Computer glasses
- Contact types
- Contacts history
- Choosing the right form of correction
- Contacts and allergies
- Contacts and kids
- Contact lens care
- Contacts versus glasses
- CRT (Corneal Refractive Therapy)
- Danger of bargain contacts
- Eyeglass add-ons
- Eyeglass care
- Eyeglass history
- Frames that fit you
- Intacs

- LASIK
- No-line bifocals
- OrthoK
- PRK
- Proper care of eyewear
- RK
- Safety glasses
- See Clearly Now therapy
- Spare pair of glasses
- Spectacular specs
- Sunglasses
- Take care of your glasses
- Trivex lenses
- UV protection
- VIP (Vision Improvement Program)
- Vision therapy
- Visual training
- Which contacts are for you?

Quiz/tests

- Are you taking care of your eyes?
- Are you left- or right-eyed?
- Baby Boomers quiz
- Children's visual efficiency checklist
- Contact lens quiz
- Do you need to see an OD?
- Eye fitness test
- Eye muscle quiz
- Eye-Q test
- Eyecare health quiz
- First aid for eyes
- Learning disabilities checklist
- Test your eyecare knowledge
- Time for your eye exam?
- Vision warning signs

Hygiene

- Cleaning your glasses
- Easing computer eyestrain
- Exercise your eyes
- Keep your contacts clean!
- Visual hygiene

General Info

- Alcohol's effects on vision
- Allergic eye reactions
- Anatomy of the eye
- Athletes and vision

- Binocular vision
- Choosing the right sunglasses
- Computer use (CVS)
- Danger signs to watch for
- Depth perception
- Exams (general)
- First aid for eyes
- Frequently asked questions
- Help yourself to better vision
- Helping the sight impaired
- Historical vision trivia
- History of optical care
- How we see
- Invest in your health
- Living with allergies
- Medication and your vision
- Myths about vision
- New look for the new year
- New Year resolutions
- Night vision
- Online info may be offbase
- Preventing eye injuries
- Protecting your eyes when jumpstarting a car
- Protecting your vision
- Sight savers
- Start the new year out right
- Summer vision care
- Tips for better vision
- Understanding vision
- UV radiation and your sight
- Vision tips for drivers
- What does 20/20 mean?

Nutrition/Diet

- Eat right for your sight
- Poor diet can lead to eye disease
- Vitamins and eyesight

Optometric Facts/Filler

- Aging around the eye
- Amazing sight of birds of prey
- Animal vision
- Autokinetic phenomenon
- Baby blues
- Blind spots
- Body clock and your eyes
- Bug's eye

more topics ■■■►

