



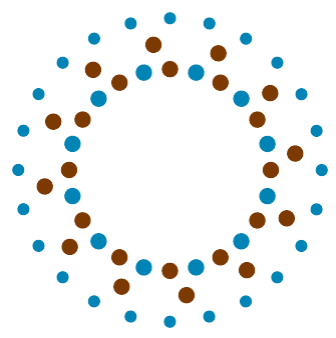
VISIONSPRING



TRAINING GUIDE



2016



VisionSpring

VisionSpring Training Guide 2016



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About VisionSpring

VisionSpring's mission is to ensure everyone in the developing world has access to affordable eyeglasses. Worldwide, there are over half a billion people that struggle to work, learn and perform daily tasks because they lack access to this basic tool. To tackle this problem, VisionSpring has created and scaled innovative eye care and eyewear distribution models; one of our most effective distribution strategies is working with partners to integrate the sale of eyeglasses into their operations.

Providing reading glasses to customers

Near vision glasses are a simple product that corrects presbyopia, a natural condition of the eye that affects nearly everyone as they reach middle age, regardless of race, gender, or income. Today, in many parts of the world, those who need eyeglasses to see and work are unable to access this most basic tool for daily life. VisionSpring supports partner organizations to sell low-cost, high-quality eyeglasses in the hardest-to-reach areas.

Why Eyeglasses?

Over half a billion people worldwide can't see because they lack access to glasses. As anyone with eyeglasses knows, it is a struggle to work, learn and perform daily tasks without this basic tool. In the developing world however, eyeglasses are a product for the wealthy. Low income people almost universally lack access to affordable eyeglasses. Without eyeglasses,



CHAPTER 1

VISIONSPRING SCREENING PROTOCOL

Note: This section is best used alongside the VisionSpring Training Video.

At VisionSpring, we've developed a straightforward process that will enable you to conduct easy-to-learn vision screenings and sell glasses, both of which will benefit you and the person in need.

With this screening protocol, you will be able to provide most of those aged over 35 with a solution to their eye problem. Most people over 35 will simply need a pair of eyeglasses to restore their clear vision whereas others may require eyeglasses that protect from Sun and dust exposure. Neither type of eyeglasses can help correct problems with distance vision nor more advanced vision issues. For these other vision problems, the customer should be referred to a nearby doctor or clinic. Prior to screening, build a relationship with a doctor or clinic nearby so you can immediately refer the patient. Having a reference sheet with contact information and address will be very helpful as well.

Important Materials

There are three important materials needed to conduct the screening:

1. The eye charts - There are two different eye charts, one to test distance vision, and one to test up-close vision. Each eye chart has symbols that look like the letter "E". The reason for this is because it makes the eye exam easier to conduct in the event that the customer does not know how to read.

2. Patient Information Form - With this form, you will record daily sales and basic patient information. It is important to fill out this form completely so you may refer to patient information during the eye screenings. Along with the patient information form, other paperwork may be provided. Please check with your managers for any other documents you may need to keep with you.
3. Eyeglasses - Our selection of reading glasses and sunglasses have been carefully designed and developed with years of consumer insights for maximum quality and affordability. Learn the names, colors and unique features and benefits of the styles your organization has purchased from us. It is important that each patient understands the difference of each style, so please take the time to explain this to your patients.



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Conduct the screening



Collect Patient information

Start the screening by collecting and recording relevant patient information. Using your Patient Information Form, record the patient's name, gender and age. Noting someone's age is very helpful because if the customer is over 35, there is a high likelihood he or she has presbyopia. Next, record the patient's eye health history, that is, the patient's specific complaints. Some complain of blurry up-close or distance vision. Others complain of eye discomfort or irritation. This insight along with the eye exams will allow you to make the best possible recommendations for your patient.

Finally, record the patient's occupation and daily activities. Is the patient

a weaver who focuses up-close on handiwork? Or is the patient a pastor who reads text all day from a podium. This information will guide where to place the near-vision eye chart so the near vision exam is conducted to the patient's best benefit. Following this protocol will ensure that the patient walks away with the reading glasses that are most practical for his or her everyday needs.

Conduct the Distance Exam



Although the glasses we provide cannot solve distance vision issues, it is important to educate the patient on all issues they may have.

- To set up the distance screening, you must first find an area that is more than 3m wide. Ideally this would be a well-lit indoor location, but outdoors is fine as well as long as there is not too much direct sunlight. If possible, hang the eye chart up in the wall at eye level. If you are unable to do so, you can also hold the eye chart in your hands at the eye level for your patients.
- Then measure a distance of 3m from the eye chart to where the customer will sit or stand. We recommend doing this with a pre-cut string.
- You must evaluate one eye at a time. Instruct the patient to cover one eye with the palm of their hand. Make sure they use their palm because if they cover their eye with their fingers they may be able to see through their fingers. It is also important to emphasize that they do not press on the eye – but that they simply cover it.
- Standing by the eye chart, you must now point to each figure and ask the customer to signal which direction the figure is pointing. Each patient has a different way of indicating what they can see; so make sure you allow the patient to communicate in the way they are most comfortable
- Starting at the top, signal to each figure one by one until you get to the last figure on the last line

- Repeat the exam again with the opposite eye
- If the customer is able to see all the figures clearly with both eyes and is over 35 years old then he or she does not have any distance vision issues and can proceed to the near vision screening
- If the customer is able to see all the figures clearly with both eyes and is younger than 35 years old, explain the importance of UV/Dust protection to prevent cataracts or more serious eye conditions
- However, if the customer cannot see all the lines clearly with both eyes, then the next steps will depend on the customer's age and occupation
- If the customer is under 35, or has noticeable eye disease (cataract, etc), then explain that a local doctor will need to provide a full eye examination to determine the appropriate needs for the customer. Make sure to provide a referral slip with the name of the local clinic for the customer's needs.
- If the customer is over 35 then proceed to the near vision screening to determine if you can help them with a pair of reading glasses. It will be particularly important to conduct the near vision screening if the patient has an occupation that requires clear up-close vision, or is complaining about near vision issues. In the event that the customer decides to purchase reading glasses for up-close correction, you must take the time to explain that their glasses will only solve their up close vision. Their distance issue can only be corrected by visiting a local doctor or clinic.

Conduct the near Vision Exam

To conduct the near vision exam, have the patient sit down and hold the near vision chart in his or her hands. Where exactly the customer holds the chart is based on where they spend the most time seeing up close. Recall your notes on the patient information form to ensure you conduct the near vision exam to your patient's best benefit. Remember where you place the eye chart for a weaver is different from where you place the eye chart for a pastor.

- Starting at the top, point to each figure and ask the patient to signal which direction the figure is pointing
- If the patient sees all figures clearly, then the patient does not

Chapter 1: VisionSpring Screening Protocol

have near vision issues. However, you can still suggest that your patient protect his or her eyes with a pair of sunglasses, as we will explain later in the video.

- However, if the patient struggles to see any of the figures, you can help him or her see better with a pair of glasses
- To determine the appropriate power start at the top of the eye chart and signal to each figure. As soon as the patient starts struggling to see the figures, stop the exam.
- Look to the left of that same line for the indicated power. Then find a pair of glasses with this exact power.
- Place these glasses on the patient's face and re-do the near vision exam
- If the patient sees all figures clearly at the appropriate working distance then you know you have selected the correct power. If the patient cannot see all the way to the bottom line, then have the patient try on the weaker and higher power. The power that allows the patient to see all the lines on the eye chart is the correct power.
- Once you are confident that you have identified the correct power for your patient, guide the patient to pick the right color and style based on his or her taste and lifestyle

Sunglasses

Although we have been mainly covering how to correct blurry up- close vision, in some cases it may be just as important to provide sunglasses to your patients

Extended exposure to the sun has been proven to cause serious damage to your eyes, including irritation, sensitivity to light and other more serious long-term conditions. For example, every year millions of people go blind from cataracts. But in many cases, the cataract could have been prevented by simply wearing our VisionSpring sunglasses, all of which have UV 400 protection. Our sunglasses and protectors also protect from dust and smoke which could contribute to severe eye problems as well. Cataracts and other eye conditions can happen at any age, so it is important to always recommend that the patient take this important precaution to protect their eyes.