

A Bright Opportunity for Growth

The time to integrate the innovative and unprecedented solution for dry eyes is here.

Introduction

Dry eye disease (DED) is one of the most common eye conditions, reportedly **affecting** about **49 million Americans** of which **only half are diagnosed**.¹ Other reports suggest that the actual number of people suffering from DED symptoms is much higher, up to 130 million American adults.² Therefore, it is not surprising that 45% of existing ophthalmology and optometry patients suffer from DED.³ Yet **treatments have remained widely unsatisfactory, until now.**

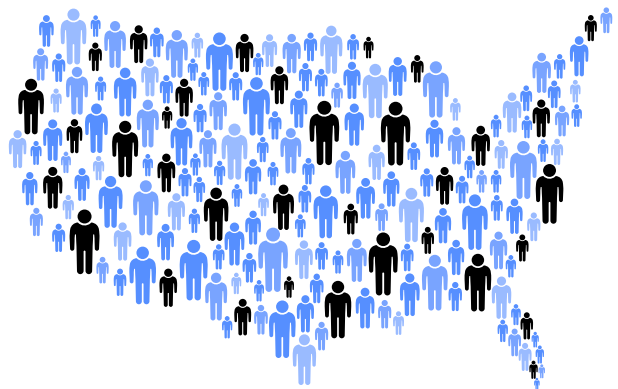


45%

of visits to MD and OD are of dry eye patients

49 Million

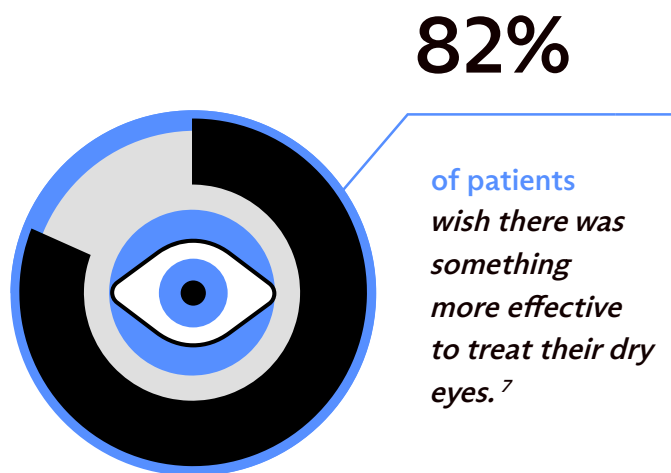
Americans likely to be suffering from DED.⁶



Lumenis presents **the first and only IPL FDA-approved** for the management of dry eye disease. OptiLight uses Lumenis' patented Optimal Pulse Technology (OPT™) for a safe, precise, and effective treatment, clinically **supported by over 40 clinical studies**. This light-based therapy offers your patients an effective solution to a frustrating and persistent problem, and a timely opportunity for you to elevate your practice. With the huge market for DED treatments still largely unanswered, **there's never been a better time to introduce OptiLight into your practice.**

In this eBook, we will discuss the magnitude of dry eye disease, the advantages OptiLight offers to patients suffering from DED, and the **exciting opportunity it presents to elevate your practice.**

The Future Looks Bright



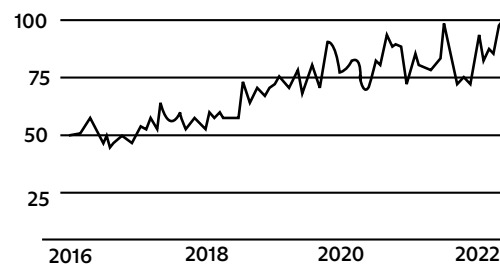
As patients' demand and interest in dry eye disease continues to soar, **existing treatments remain largely ineffective**. As these treatments mostly address the symptoms, but not the underlying condition and require daily intake, **patients are left frustrated and in pain**. A Gallup poll found a whopping **82% of patients wished a more effective treatment** for DED was available,⁴ with another study reporting that **merely 36% of patients strongly believe that the treatment they received was effective**.⁵

As desperate patients continue to seek a real solution for DED, **online searches about dry eyes** have tripled over the past decade, **reaching an all-time peak**.¹¹

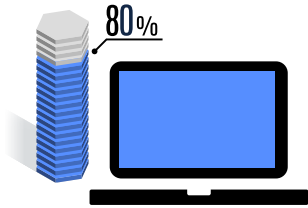
A dramatic **increase in activities that trigger dry eye symptoms**, such as screen time usage exacerbated by COVID-19,¹² solidifies predictions that these **numbers will only continue to grow**.

Dry Eyes 

United States



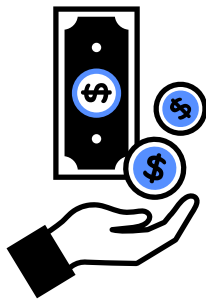
Google searches about "Dry Eyes" have significantly increased over the past 6 years in the United States



80%

Growth in screen time usage among adults during the Covid-19 pandemic

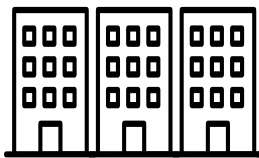
The data clearly indicates an increasing demand for a practical and efficient solution to DED, and a significant **opportunity for you to become a one-stop shop for all of your patients' ocular needs** while elevating your practice and the quality of your patient care.



\$1,300

Spent by DED patients on dry eye treatments every year.¹⁰

Implementing OptiLight can also **enhance the operational and financial aspects of your practice**. It will help you diversify the income model of your practice and create a robust, reliable center that your patients can count on for years to come.



3.2

The number of eye care practices patients visit on average before finding relief.⁸



With OptiLight in your practice, your patients can count on you for a medical solution to a frustrating condition.

Harnessing the Healing Power of Light

Elevating dry eye management with OptiLight - a bright solution for dry eyes by Lumenis

OptiLight is the **first and only light based treatment** for dry eye disease. It utilizes Lumenis' patented Optimal Pulse Technology (OPT™) and built-in **clinically validated treatment protocols** to provide an effective and safe treatment that finally **breaks the dry eye vicious cycle of inflammation**. Thanks to the patented OPT™ handpiece, the treatment is easily customizable to fit every curve and outline of the delicate treatment area. It is intuitive, easy to use, and requires only minimal training and setup.

Less than 15 mins per treatment



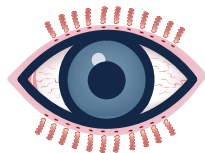
Clinically Validated To Reduce Signs of Dry Eye



Reduction in inflammatory markers¹³



Improvement in tear break up time¹⁴

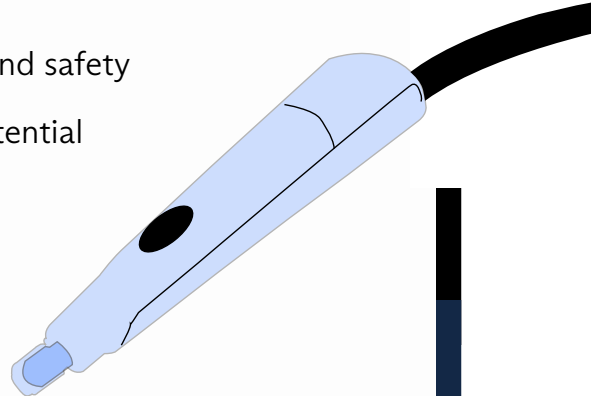


Restores functionality of Meibomian Glands¹⁵

Each treatment session **takes only 10-15 minutes** (including prep time), so you can easily integrate it into your workflow. With over 20 clinical studies demonstrating its safety and effectiveness, Lumenis' OptiLight is a transformative, **must-have tool in your dry eye armamentarium**.

What Should You Know About OptiLight?

- ✓ Multifactorial treatment for a multifactorial disease
- ✓ Patented Optimal Pulse Technology (OPT™) transforming the use of light
- ✓ Design-driven elements for maximum precision and safety
- ✓ Upgradable system offering unlimited growth potential
- ✓ Four sessions, 2-4 weeks apart
- ✓ Only 10-15 minutes per session
- ✓ Non-invasive, drug-free treatment
- ✓ Easily integrates into your existing workflow



“ Integrating OptiLight was simple, easy, and with Lumenis marketing support I was able to convert good science into great success. ”

- Richard Adler, MD
Belcara Health, Baltimore, MD

Elevate Your Practice With OptiLight



With OptiLight in your practice, **your patients can count on you** for a medical solution to a frustrating condition. Expanding your practice to include cutting-edge dry eye therapy presents an exciting and timely opportunity for ophthalmologists to **meet increasing demand, innovate, diversify, and exponentially grow** their eye care practice. It can also improve cash flow and increase overall practice efficiency by reducing dependence on insurance companies.

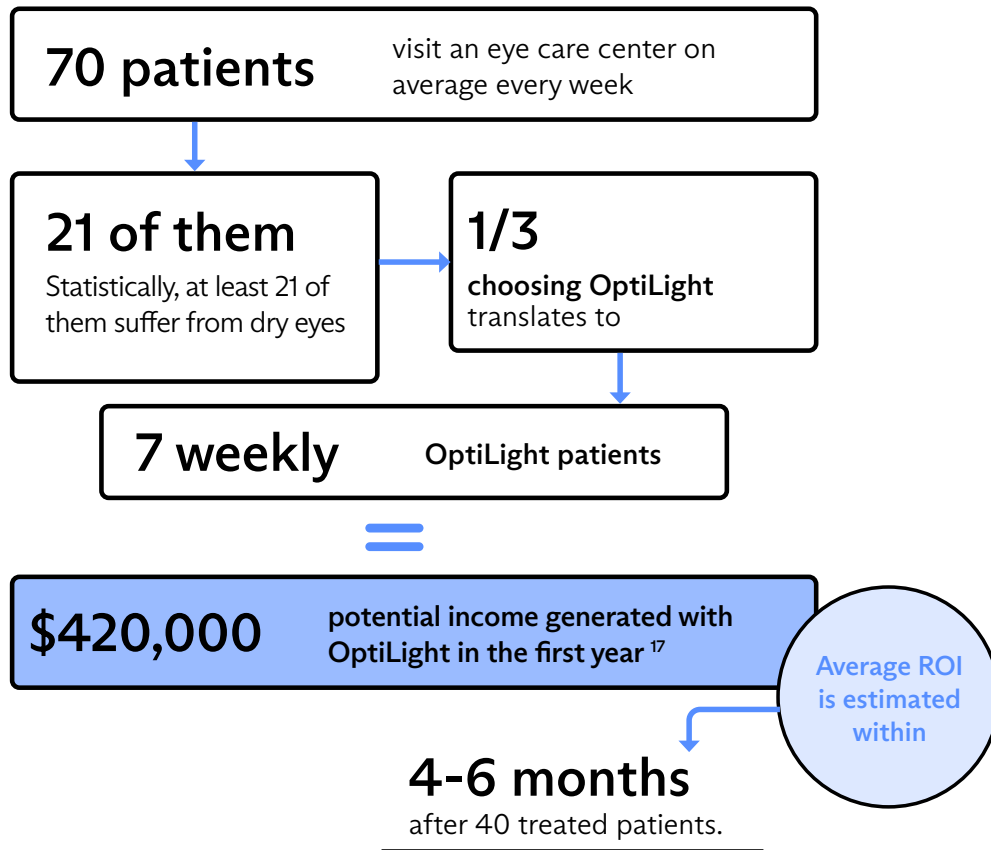
The Perfect Opportunity for Your Ophthalmology Practice

- Cataract & LASIK surgeries can both **trigger DED** or aggravate existing DED. Clinical studies show that about **48% of patients experience dry eye** symptoms six months post LASIK surgery.¹⁶
- **Premium IOL requires premium dry eye care.** Identifying and treating dry eye disease pre-op is essential as it can otherwise **impact surgical outcome.**
- Reimbursements of both non-complicated and complex cataract surgery costs continue declining at a rate of up to 15%.¹⁷ This represents a **\$28K decrease in revenues** per 300 cataract surgeries in 2020 vs. 2019. Ophthalmologists are therefore **looking for ways to create new revenue streams** and grow their practice.
- OptiLight is fast. A technician or a nurse can handle prep while the actual procedure, which **only lasts about 5 minutes**, can be performed by your OD.*
- OptiLight can be combined with Meibomian gland expression or thermal pulsation treatments.
- Utilizing OptiLight allows you to **expand into offering aesthetic treatments**, creating another lucrative revenue stream for your practice.



Bright Business Potential with OptiLight

Unlike traditional revenue streams in our industry, OptiLight offers exceptional financial benefits and a fast return on investment. The example below describes the incredible long-term profitability potential of the OptiLight opportunity¹⁶:



“ Each treatment takes 15 minutes in total, which has made it easy to efficiently integrate into the practice. I now perform about 20 OptiLight procedures each week. My patients are very happy with the results, and they appreciate the convenience of having an in-office procedure. ”

- Laura M. Periman, MD,
Dry Eye Master, Seattle, WA

Getting Started

Dry Eye Patients: Where Are They and How To Reach Them

With dry eye disease being so prevalent, many patients are already visiting your practice and are literally at your doorstep. To ensure your patients are educated about DED and know about OptiLight, we recommend to:



Employ video screens to display current marketing content throughout your practice



Engage your staff to discuss OptiLight with a target number of patients per day



Offer brochures and display signage about DED and OptiLight



Include links to your social media profiles on your website, newsletters and emails, and engage in conversations about DED online



Announce the new treatment to your existing patient base, via various communication channels (email, phone, social media, website)

Discussing OptiLight with Your Patients

Lumenis is here to help you effectively promote OptiLight to your patients, with promotional materials and 24/7 marketing support designed to enhance your growth and lead you towards success. Ensure you present OptiLight to your patients in the best possible way by:

- Educating your patients about dry eye disease, its causes, and symptoms
- Explaining the advantages of OptiLight
- Setting realistic expectations
- Listening to your patients and learning about what is bothering them and how you can help





Implementing OptiLight into Your Practice

With OptiLight, your team will continue to play a key role in providing care and relief to patients:

- Prep procedure for the treatment is **quick and simple**, and can be handled by your technician or a nurse.
- The actual treatment only lasts **about 5 minutes** and can be performed by an ophthalmologist or optometrist.
- Staff can also handle scheduling and post treatment follow ups.
- Treatments are short and can be **easily scheduled** between other treatments, or they can all be booked on a specific day.

Leading the Dry Eye Revolution with Lumenis Training and Support

Join us today and take advantage of world class clinical training, implementation support, and enhanced marketing packages that gain exposure and generate sales for practices implementing OptiLight. Our robust support programs include:



One-on-one consultation & personal marketing strategy building



Access to OptiLight **marketing materials** including presentations, patient brochures, videos and more



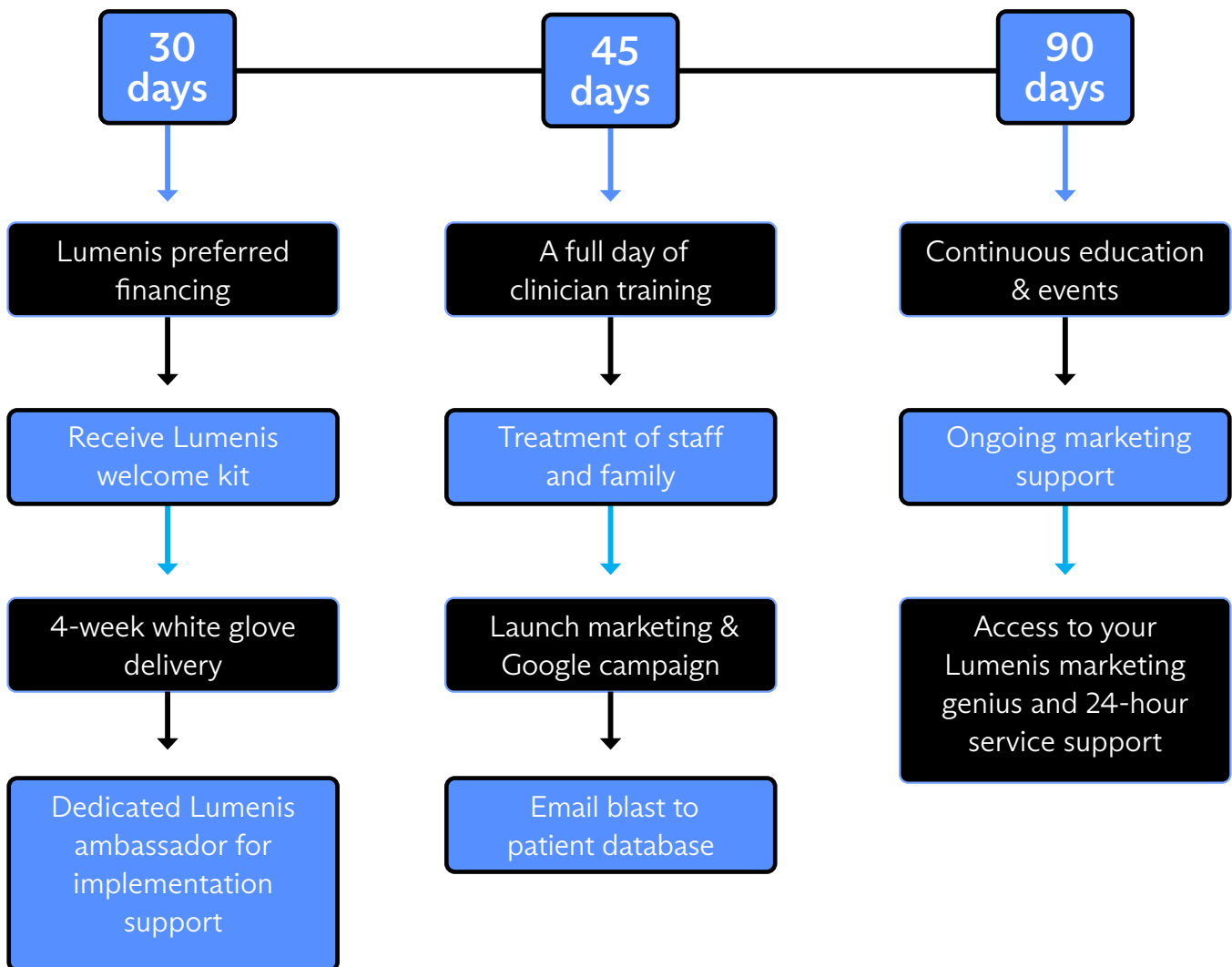
Digital **marketing plan** including:

- Social media management
- Boosted social media post and Facebook ad
- Monthly email broadcast press release & media distribution guide



OptiLight **training** by **certified** Lumenis' clinical trainer

OptiLight Implementation Timeline



OptiLight 
BY LUMENIS

Sources:

- ¹ USA General Population 2018 Cross Sectional Study and Census.gov Population Clock – accessed August 2nd 2020
- ² Adler R. Dry eye syndrome: Symptoms and causes. All About Vision, 2017.
- ³ <https://www.reviewofoptometry.com/article/dry-eye-in-optometry-trends-habits-and-hangups>
- ⁴ <https://theophthalmologist.com/subspecialties/the-burden-of-dry-eye-disease>
- ⁵ <https://pubmed.ncbi.nlm.nih.gov/28481835/>
- ⁶ USA General Population 2018 Cross Sectional Study and Census.gov Population Clock – accessed August 2nd 2020
- ⁷ <https://theophthalmologist.com/subspecialties/the-burden-of-dry-eye-disease>
- ⁸ <https://www.opthalmologytimes.com/view/how-ipl-technology-can-help-grow-your-practice>
- ⁹ Kheirkhah et al. (2017), The Journal of Cornea and External Disease 36(8):893-897
- ¹⁰ <https://www.healio.com/news/ophthalmology/20120331/the-economic-burden-of-dry-eye-disease>
- ¹¹ Google Trends Data
- ¹² Social Connectedness, Excessive Screen Time During COVID-19 and Mental Health: A Review of Current Evidence by Apurvakumar Pandya and Pragya Lodha Front. Hum. Dyn., 22 July 2021
- ¹³ Liu et al. (2017), Am J Ophthalmol 183:81-90
- ¹⁴ Dell et al. (2017), Clin Ophthalmol 11:817-827
- ¹⁵ Huo et al. (2021) Ann Transl Med 9(3):238
- ¹⁶ Dry Eye Products Report, Market Scope, 2017, Cohen et al., 2018
- ¹⁷ <https://www.opthalmologymanagement.com/issues/2019/december-2019/the-2020-cataract-surgery-cuts>
- ¹⁸ Disclaimer: possible ROI model, figures are reference points only; not including maintenance treatment
- ¹⁹ Average cost of an OptiLight treatment series is \$1200

*OptiLight is intended to be used by licensed practitioners, according to local rules and regulations.

Risks and warning (non-inclusive list):

Indication for Use:

In EU: Evaporative Dry Eye Disease (DED), also known as dry eye syndrome or lipid tear deficiency, due to Meibomian Gland Dysfunction (MGD). This indication is intended for Fitzpatrick skin types I-V.

In US: Improvement of signs of Dry Eye Disease (DED) due to Meibomian Gland Dysfunction (MGD), also known as evaporative dry eye or lipid deficiency dry eye, in patients 22 years of age and older with moderate to severe signs and symptoms of DED due to MGD and with Fitzpatrick skin types I-IV. IPL is to be applied only to skin on the malar region of the face, from tragus to tragus including the nose (eyes should be fully covered by protective eyewear). IPL is intended to be applied as an adjunct to other modalities, such as meibomian gland expression, artificial tear lubricants and warm compresses. The indications are only relevant where they were approved by the Regulatory Authorities.

The following possible side effects can occur following IPL treatments:

Pain/discomfort, damage to natural skin texture, change of pigmentation, scarring, excessive edema, fragile skin, bruising, burns, pruritus and xerosis. Please refer to the user manual or ask your doctor for a complete list of intended use, contraindications and risks.

Treatment with OptiLight is contraindicated for patients with the following conditions in the treatment area:

Ocular surgery or eyelid surgery or Neuro-paralysis within 6 months prior to the first treatment; Uncontrolled eye disorders affecting the ocular surface; Pre-cancerous lesions, skin cancer or pigmented lesions in the planned treatment area; Uncontrolled infections or uncontrolled immunosuppressive diseases; Recent Ocular infections; Prior history of cold sores or rashes in the perioral area, including: Herpes simplex 1 & 2, Systemic Lupus erythematosus and porphyria; Use of photosensitive medication and/or herbs that may cause sensitivity within 3 months prior to the first IPL session; Recent radiation therapy to the head or neck or planned radiation therapy; Recent treatment with chemotherapeutic agent or planned chemotherapy; History of migraines, seizures or epilepsy.

Patients eyes must be completely occluded during the treatment. Please refer to the operator manual for a complete list of intended use, contraindications and risks. Please consult your physician as to whether this procedure is suitable for you.

PB-00040710 Rev B

