LXOTIC Eye Care



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LENSCRAFTERS

ACTION NEEDED: Opt-in for TAB Service Email

Dear Doctor,

As previously communicated, Luxottica has developed two NEW patient email messages to support your patient retention efforts. Please review the information and instructions below on how to login to TAB to opt-in for the messages to be sent.

- Service Message 1.
 - An email to all emailable patients in your database communicating your office status and safety precautions being taken is now available. The purpose of this message is to ensure your patient base is aware of your office status and to reassure them of the health and safety precautions that are being put in place, while reinforcing the importance of annual comprehensive exams. There are two office service status options:
 - routine care
 - essential care
- "Catch-up" Message 2.
 - An additional "catch-up" email to all emailable patients in your database who missed or had to cancel an exam due to the office being closed or limited to essential care since Mar 1st will be sent approximately 3 days after the reopening message has been sent.
 - The opt-in for the reopening for routine care message will automatically enroll you for the catch-up message to be sent.

OD ACTIONS TO TAKE

Service Message: Offices wishing to send this message to patients may opt-in via TAB now and select their current office status (routine care or essential care). Once an option has been selected, the message will be sent within 24-48 hours. Offices that are offering essential care at that time may opt-in for an essential care message and then later select the routine care message to be sent within 24 hours.

*Message will be automatically be triggered for employed offices.

TAB Service Message Opt-In Instructions

- Login to TAB
- Navigate to "Comm Preferences"
- Scroll down to "Clinic Service Type" and select whether your office is providing essential care or routine care.
 *Note: If your office is currently providing essential care, you may click essential care now and then when your office moves to routine care you can change your selection to routine care and the routine care message will be sent.
- Authorize and click Save

Jommunicat	ion Freierences ic	rFractice			
	O Location Info:	Office Name: A Store Number: Address: Arling Phone: (847)39 Fax: (847)398-4	rlington Heights Lens 00000000011 ton Heights, 450 E. F 8-3303 780	sCrafters Rand Rd, Arlington H	eights, IL 60004
Practice Name for Text Messages:		Arlington Heights LensCrafters Practice name for text messages must be filled in to enable text messages (max 35 characters)			
Ø Disable Patient Communication Preferences:		Email, Text, Phone and Mail preferences are enabled.			
	Patient Status:	Hide Message Left checkbox if Patient is "Do Not Call"			
Practice offers Email:	and information				
🕜 Schedul	e Appointment Recall Email:	12 Month			
COVID-19 E	mail Communication:	Send patients	COVID-19 email me	essage 24 hours prior	r to office visit
Clinic Service Type:		Essential Care V Essential Care			
	Authorized By:	Routine Care	e enter your individ	ual user code or initia	als for Audit History

FOUR BRANDS

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LXOTIC' Eye Care VISION IN PRACTICE

This email was sent to jwalker@walkerreed.com Unsubscribe

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