Dr. Ben-Moshe is an experienced entrepreneur who enhances customer satisfaction via innovative problem solving and effective communication in the optical field. As a nationally sought-after consultant, he has advised many leading optical companies in research and development to better understand eye care professionals and consumers.
Research Survey:
The Effects of COVID-19 On Vision
1st Big Data Survey
Cross-Referencing COVID-19 with Vision Behavior

• **Scope:**
  • Sample size of **950+** consumers
    • Ages 20+
    • Parents provide data on children visual behavior
  • **5 million** Rx jobs analyzed

• **Learnings:**
  • How COVID-19 impacted consumers:
    • Physically and emotionally
    • Working Remotely
    • Indoor/Outdoor Activities and Exercise
    • Telehealth vs. Office Visit
General Information
Demographics
Age and Gender Breakdown

Female: 51%
Male: 49%
Employment Status

Employed

On Furlough or laid-off

Unemployed for 6 weeks or more

Retired or other
Which type of glasses or contacts do you wear?

- For distance only
- For reading only
- For distance & For reading (multi-focal)
How many people in your household wear glasses (including yourself)?
Current Status
Consumers Working Remotely
Connecting Through Video Chat?

I never use Facetime or Videochat

- 1-2 times per day
- 3-4 times per day
- 5-6 times per day
- > 6 times per day.
How often have you been working from a computer over the past 6 weeks, during Shelter-in-Place?

- Less than an hour per day
- 1-3 hours per day
- 4-6 hours per day
- 7-8 hours per day
- More than 8 hours per day
Body Discomfort Associated with Computer Usage

- Neck
- Back
- Shoulder
- Eyes
- None
- Other (please specify)
Computer Screen Time and Posture Pain

Hours Correlation

Over 80% Responded to Body Discomfort Compared to Usage Time

Number of Respondents

- 4-6 hours per day
- 7-8 hours per day
- More than 8 hours per day
Digital Eye Strain
- 5M Rx jobs analyzed for presbyopia patients
  - Workspace and Computer Rx is 8% of total sales from Shamir database

Way to Increase Patient Satisfaction:
- 90% of customers great candidates for workspace/computer
- Many patients experiencing body pain is as little as 4 hours computer usage
- Able to increase multiple unit sales

Sales Potential for Presbyopia:
Workspace & Computer
How much time do your children spend on digital devices (phone, tablet, computer) doing SCHOOL work and for leisure (social media, gaming, etc.) (if multiple children, take the average)
Are you familiar with the dangers of blue light to your eyes?

- Yes, I definitely know it's an issue
- Yes, I have heard about this, but am not really aware of the dangers
- No, I am not aware of the dangers of blue light to my eyes
Digital Viewing is in high use
• 5M Rx jobs analyzed for presbyopia patients
  • Shamir Blue Zero Rx is less than 4% of total sales from Shamir database

Ways to Increase Patient Satisfaction:
• 97% of customers great candidates for blue light protection
• Majority of consumers spending time in front of some type of digital device
• Able to upgrade Rx for blue light protection or in combination with computer lens

Sales Potential for Presbyopia:
Blue Light Lenses
COVID-19
Unique Problems Presented
Are you planning to wear a mask in public in the next two months?

- Yes, definitely
- Occasionally, depending on the situation
- Likely not or very rarely
- Definitely not
If you wear glasses and a mask, do your glasses fog up?

- Yes, always
- Yes, sometime
- No, never
How disturbing is fog to your vision?

- Critical
- Very disturbing
- Mild, “I can live with it...”
How many hours per week have you spent outside?

- Less than an hour per day
- 1-2 hours per day
- 2-3 hours per day
- 3+ hours per day
Consumers Spending Time Outdoors
• 5M Rx jobs analyzed for presbyopia patients
  • Shamir outdoor designs is 5% of total sales from Shamir database
  • Shamir tinted lens is less than 10% of total sales

Ways to Increase Sales Potential:
• More than 50% of respondents are spending 1-hour or greater outside
• Increased opportunity to Rx outdoor lenses with tinted lens

Sales Potential for Presbyopia:
Outdoor Designs
If you were to get an eye exam, which would you most prefer?

- In-office visit with safe social distancing being practiced.
- Virtual consult, followed by an in-office visit if necessary.
- Only virtually for the next few months.
Visual Trend in the Following Months

• Consumers need for glasses has increased than before
• Blue light protection is of value and considered as a need
• Masks will be mainstream attire, and consumers are recognizing fog as a problem
• Outdoor activities and exercise remains an active part of life
• Natural posture is related to body discomfort, for computer and workspace working
Shamir Packages

Stimulate Sales during COVID-19

Survey learnings helped create promo packages, and identified ways to further educate consumers on the benefits of Shamir designs matched to their needs.

Visit whenvisionmatters.com to learn more about the promotional packages and download the research presentation. To view participating labs, please visit: https://www.shamirlens.com/bettertogetherlabs

Shamir Frame and Lens Promo

Purchase a pair of Shamir Autograph Intelligence™ progressive lenses and a qualifying frame from our partnering frame companies and receive an additional free frame from the same frame company with one of Shamir’s lens designs for free!

(Shamir Attitude III® - Sport, Shamir Attitude III® - Fashion, Shamir Computer™ Shamir WorkSpace™, *Shamir Relax™ in Shamir Blue Zero™)

Shamir AR Promo

Purchase Shamir Autograph Intelligence™ and receive the Shamir Glacier PLUS™ UV Anti-Reflective Coating for FREE!

Shamir RCPV Rewards

Shamir is reducing by 50% the pairs to be sold by a practice to qualify for your monthly rewards.

*New Shamir customers, please inquire about the RCPV program
THANK YOU FOR ATTENDING!

Are you interested in the market research, presentation and details on the Shamir Better Together Packages?
Go to: WhenVisionMatters.com to learn more.