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Contact lens  
exams are  
moving online

 SimpleContacts



# Making healthcare:

- Simple

- Affordable

- Efficient

- Patient centered



## THE BENEFITS

### **Cost savings for patients**

Just \$20 for an exam compared to a cost of \$150+ for an in-person renewal

### **Access for rural and underserved communities**

Removal of geographic, time, and cost constraints means traditionally underserved communities no longer need to abstain

### **Greater prescription portability**

Digital prescriptions by default means greater portability and a level playing field

### **Better wear schedule compliance**

Convenient access to prescription renewal means patients wear their contact lenses the way they were intended





## WHAT PATIENTS SAY

4.8 Stars on App Store



>3,000 reviews

NPS of

88

“ Simple, elegant solution to skip the doctor’s office and still get my contacts shipped to me.

“ I think it is a great app that saves you the trouble of having to spend so much money just to renew your prescription

“ Makes life easier without having to sit in a doctor’s office for hours!

“ Well, what can I say, Simple Contacts really emphasizes the word “simple.” I opened my app, followed directions for a few minutes, and bam new contacts are being delivered in the mail. Awesome app!



How it works





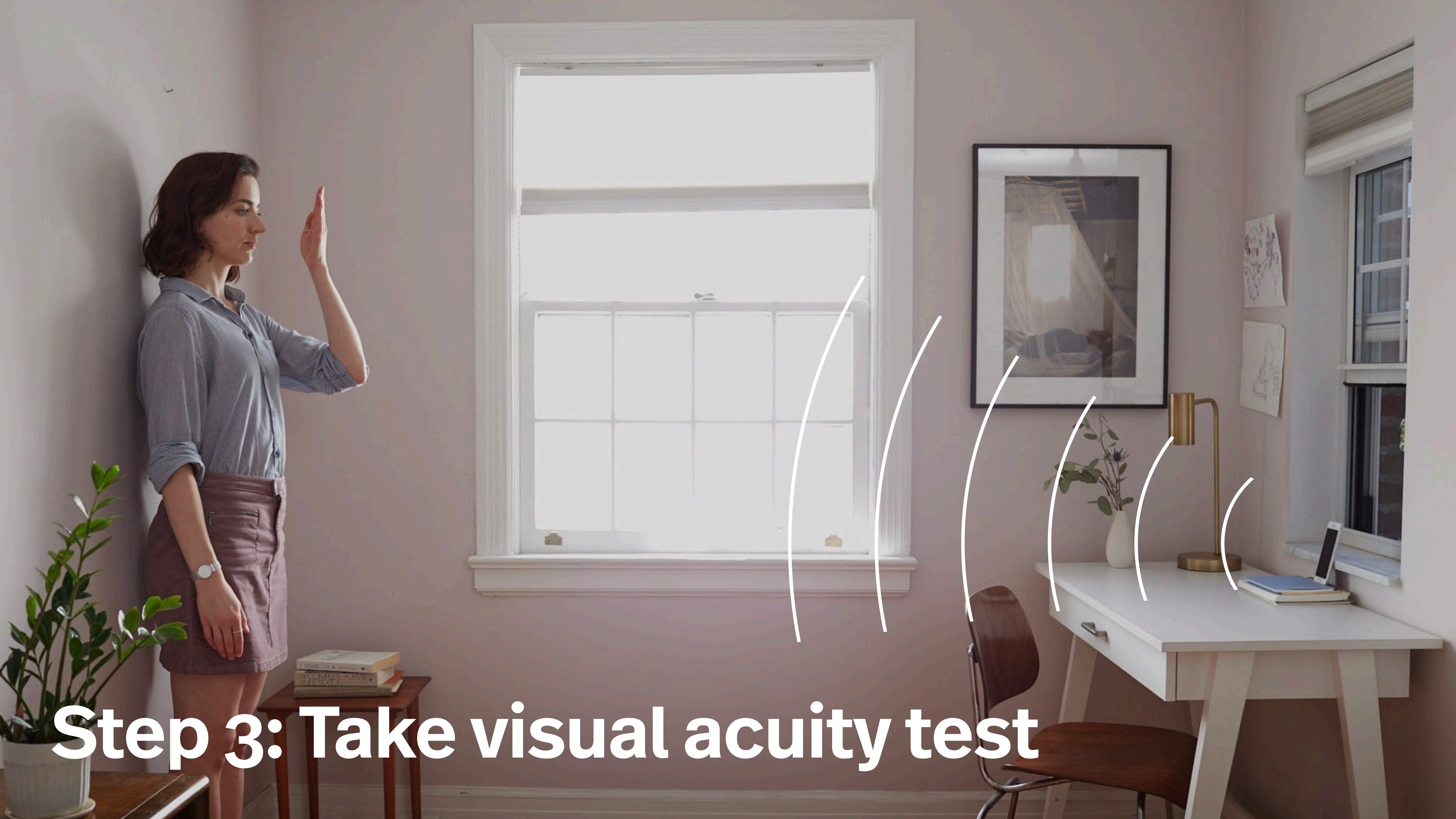
**Step 1: Provide medical history**





**Step 2: Record HD video of eyes**





**Step 3: Take visual acuity test**



Each exam is reviewed by an **Ophthalmologist or Optometrist** who decides to prescribe or to **refer in-person**

