



Marketing Checklist

- Display your ScriptAbility Marketing Materials from En-Vision America***
 - Place poster/counter board in a prominent place.
 - Display rack cards on counter.

- Inform Local Low-Vision and Blind Agencies about your Service***
 - Contact your local ACB chapter, NFB chapter, State Rehab agencies, blind schools, Centers for Independent Living, Lighthouse organizations, low vision specialists and occupational therapists to share information.
 - Request a meeting to demonstrate your new service to a staff and/or members. Provide informational materials with your contact information at meetings.

- Sponsor a Vision Day or Health Fair***
 - Place your Vision Day or Health Fair on local community calendars and/or advertisements.
 - Demonstrate the ScriptAbility solutions you offer.
 - Distribute literature to each customer in their bag/with receipt.
 - Provide free vision screenings.
 - Offer discounts on retail items.
 - Collect used glasses for your local Lions Clubs.
 - Invite local agencies to promote your event and/or invite them to participate.

- Include ScriptAbility Services on your Telephone On-hold Message***
 - En-Vision America can help you with the script! Call 1-800-890-1180 ext. 127.

- Update your Website/Social Media Outlets***
 - Include ScriptAbility options you offer as part of your list of special services on your webpage.
 - Post on your social media pages.
 - Visit <https://www.scriptability.com/marketing-support> for graphics, content ideas and more.

- Inform Local Media***
 - Run ads to let your community know that you are investing in social change by promoting accessible prescription labels.
 - Ask patients if they would be willing to share their story about how ScriptAbility labels help them safely take medications.
 - Mention your ScriptAbility service in your store.

□ *Invite Current Patients to Participate*

- Identify current customers who are blind or have low vision and invite them to try the service. Identification can be based on customer relations or medication history. Medications for common vision loss diseases are listed below.
- Ask these current customers to share their ScripTalk experience at your pharmacy with friends, support groups, doctors, and caretakers. Ask for their testimonial and share online.

<u>Company</u>	<u>Brand Name</u>	<u>Generic Name</u>
Allergan Inc.	Alphagan® P	Brimonidine tartrate 0.1%, 0.15%
Genentech	Avastin	Bevacizumab
Alcon, Inc.	Azopt™	Brinzolamide ophthalmic suspension 1%
Allergan Inc.	Betagan®	Levobunolol HCl ophthalmic solution
Akorn	Betimol®	Timolol hemihydrate 0.25%, 0.5%
Alcon, Inc.	Betoptic® S	Betaxolol HCl 0.25%, 0.5%
Generic	Brimonidine	Brimonidine 0.15%, 0.2%
Generic	Bimatoprost	Bimatoprost 0.03%
Allergan Inc.	Combigan™	Brimonidine Tartrate & Timolol Maleate
Akorn	Cosopt®	Dorzolomide HCl & Timolol Maleate
Teva Pharmaceuticals	Diamox® Sequels®	Acetazolamide
Regeneron	Eylea	Aflibercept
Vanda	Hetlioz	Tasimelteon
Alcon, Inc.	Iopidine®	Apraclonidine HCl 0.5%, 1%
Alcon, Inc.	Isopto® Carbachol	Carbachol 0.75%, 1.5%, 3%
Alcon, Inc.	Isopto® Carpine	Pilocarpine HCl 1%, 2%, 4%
Bausch & Lomb	Istalol®	Timolol Maleate Ophthalmic
Genentech	Lucentis	Ranibizumab
Allergan Inc.	Lumigan®	Bimatoprost 0.01%, 0.03%
Bausch	Macugen	Pegaptanib
Fera Pharmaceuticals	Neptazane®	Methazolamide
Bausch & Lomb Inc.	OptiPranolol®	Metipranolol 0.3%
Bausch & Lomb Inc.	Pilocarpine HCl	Pilocarpine HCl 1%, 2%, 4%
Alcon, Inc.	Pilopine HS® Gel	Pilocarpine HCl gel 4%
Alcon	Simbrinza® Susp	Brinzolamide/Brimonidine tartrate
Akorn Ophthalmics	Timolol Maleate USP	Timolol Maleate 0.5%
Valeant Ophthalmics	Timoptic-XE®	Timolol Maleate 0.25%, 0.5%
Alcon, Inc.	Travatan® Z	Travaprost 0.004%
Generic	Travoprost	Travoprost 0.004%
Merck & Co. Inc.	Trusopt®	Dorzolamide HCl 2%
Pfizer Inc.	Xalatan®	Latanoprost 0.005%
Akorn	Zioptan™	Tafluprost ophthalmic solution

If you need additional brochures, we can send a digital file of our rack cards.

Please send requests to Jenna Reed, Director of Marketing
jreed@envisionamerica.com or call 1-800-890-1180 ext. 127