

Creating a Community Connection

Boling Vision Center has four locations in Indiana and has been a Walman Optical customer for four years. This year, the practice is participating in Walman's new Kids with a Vision program to raise funds to provide vision services to children in need. For every pair of digitally surfaced lenses treated with non-glare treatment produced by Walman Optical labs purchased by participating eye care professionals through December 31, 2019, Walman will donate \$5.00* to Essilor Vision Foundation, a non-profit organization that strives to give children a brighter future by helping them see the world clearly. The funds raised through Kids with a Vision will support the organization's efforts to provide vision care for children in underserved communities in the U.S. who otherwise would not receive crucial vision exams and glasses.



Boling Vision Center already does a lot of charitable outreach and didn't hesitate to participate in Kids With a Vision. The experience has been beneficial so far and shows how doing good is good for business. "We're up 19 percent in optical sales year-to-date in all of our locations," says Optical Coordinator Amanda Garman. "We're known for LASIK and people often forget we're also a practice that offers eye exams and sells premium products. Participating in Kids With a Vision creates a lot of awareness and trust in the community, and we've seen a significant increase in the number of patients at all of our offices this year."

Alex Reiff, Director of Community Partnerships and Mobile Healthcare, says Boling Vision Center is getting a lot of positive feedback from patients. "Patients absolutely love the fact that we're involved in Kids With a Vision. This kind of community involvement connects with our patient base. They're proud to be going to a practice that gives back. We've had an outpouring of people tell us they're so happy we are part of this program."

Amanda and Alex both encourage other practices to participate in Kids With a Vision, saying the resources provided by Walman are helpful and it's easy to train staff on the program. "Any time you can be part of a program that increases opportunities to talk with patients about products -- it's the right thing to do. Kids With a Vision enables us to sell product while helping others. It really resonates with our patients. They feel connected to us because we're giving back to our community."

For more information about Kids With a Vision, visit www.kidswithavision.com.

* Excludes outsourced and previously discounted products