

Phone: wireless.
Headphones: cordless.
Book: paperless.

SMILE laser
vision correction:
BLADELESS.
FLAPLESS.
EFFORTLESS.



See what **SMILE** can do for you and your patients.

ZEISS Practice Support Program for SMILE

Are you looking for the latest information on SMILE®? Looking for resources that will help you educate your patients on the benefits of minimally invasive laser vision correction, and ultimately improve their quality of life? Find it here. The ZEISS Practice Support Program for SMILE provides a wealth of information on the benefits of refractive surgery — from print pieces to digital tools, and soon a virtual reality experience.

The **ZEISS Practice Support Program** showcases our commitment to doctors who use our advanced technology. We can provide you with an engaging waiting room video, patient brochures and posters, a patient education placemat, and a practice support kit. All materials were designed with the patient in mind.

Other resources include:

- Image library
- Social media guidelines and calendar
- Infographics
- Patient experience booklet
- ZRefractive app

Downloadable from the Apple Store, the **ZRefractive app** gives you even more access to content for patient education and marketing. As a ZEISS customer, you can use the app to educate patients directly from digital devices, download or email specific content, or contact our practice development team directly through the app.

Get started today.
Contact your ZEISS representative
to learn more.



Seeing beyond

ZEISS Practice Support Program for SMILE

The Future is Flapless.

Printed Resources



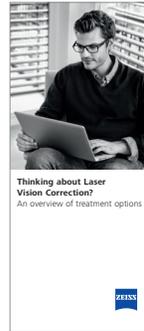
Print Ad



Poster

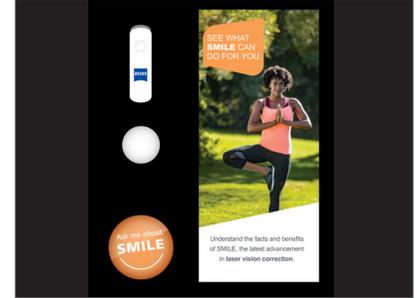


Infographics



Brochures

Physician Resources



Practice Support Kit



Patient Experience Booklet



Placemat

Digital Resources



Social Media Guide



Social Media Calendar



Social Media Ad



Image Library



Waiting Room Video



ZRefractive App



Banner Ad