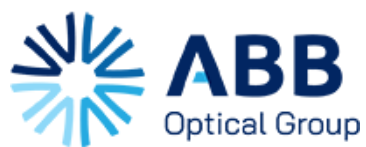


abby

Abby Online Contact Lens Ordering Platform
Patient Outreach Copy Guides





PROMOTIONAL EMAIL

Subject Line: Now offering contact lens orders directly to your door.

Pre-header: Say hello to Abby!

[USE A SOCIAL MEDIA IMAGE AS EMAIL HEADER]

Dear **[PATIENT NAME]**,

We are excited to now offer you an easy, convenient and secure way to order your contact lenses online!

Say hello to Abby, our new team member, who is available 24/7 to help be an extra set of eyes for taking care of yours. Abby not only makes ordering your contact lenses simple, she also helps to remind you when you are close to running out and stay up to date on details like when your prescription will expire.

With Abby you'll not only be able to effortlessly order your contact lenses in just a few clicks, but they will ship directly to your doorstep!

To get you started, we have already registered your prescription, so keep an eye out for an email from Abby on how to complete your profile at helloabby.com

Thank you and please reach out if you have any questions,
Your Eyecare Practitioner

On-hold messaging script

We're excited to help you easily, conveniently and securely order your prescribed contact lenses online! Say hello to Abby, our new teammate who is here 24/7 to help you to place your order and ship directly to you! Learn more at helloabby.com. If you would like us to register your contact lens prescription with Abby, just let an office staff member know that you would like to meet Abby!

Promotional text message

Say hello to Abby! She is our new virtual assistant that helps us offer you an easy way to order your contact lenses online. Plus, we'll ship directly to you! Be on the lookout for an email from Abby! Your prescription and information has already been verified on helloabby.com.

Talking points for ECP staff to use

- Have you heard about our new teammate Abby?
- With Abby you can order your contact lenses directly online and they will ship directly to you!
- Abby is available 24/7 to help you:
 - Place and track orders.
 - Remember when to reorder by sending friendly reminders.
 - Stay up to date on details like when your prescription expires.
 - Ensure you have an easy, convenient and secure contact lens ordering experience.
- To learn more, visit helloabby.com (you can also provide patient pamphlet and reorder card to patient)
- To get started, all I need is your email address and I can input your contact lens prescription. You will receive a welcome email from Abby directly to set up your password to start ordering.