

Did you know



24% of patients feel knowledgeable about cataract lenses and surgery options*¹

90% of patients want to know the available options for cataract surgery*¹

27% point increase in patients willing to pay at least \$2,000 for an IOL after education*¹

Close the patient education gap



ACTIVATE™ is a comprehensive and customizable program focused on ATIOLs that equips the practice with expert clinical knowledge and patient education resources through Alcon's Cataract Refractive Manager team.



*In a survey of pre-surgery (n=300) cataract patients, age>60. Assumes patients have all information on lens options (4 lens types), costs, and benefits. Provides consumer preferences outside of OPH consultation or recommendation. Assumes the lens will deliver up to the expectation outlined in the task (i.e. stated side effects and benefits are "real world" experiences).

Are You READY



Establish a strong understanding within the practice about advanced cataract technologies and biometry.

To Get SET



Optimize your outcomes through streamlined patient selection and expectation-setting processes.

And GROW



Execute practice excellence with onsite training, Alcon marketing resources, and patient education materials.

What Sets the ACTIVATE™ Program Apart?



Exclusive access to industry meeting opportunities



Expert training for clinical staff dedicated to patient education



Practice goal setting and tracking tools to measure progress

Surgeons selected for the ACTIVATE™ Practice Optimization Program grew their ATIOL utilization 3.7x vs. Non-ACTIVATE™ surgeons^{1,2}

Partner with Alcon, the leader in ophthalmology

Ask your Cataract Refractive Manager if you qualify for the ACTIVATE™ Practice Optimization Program.

Alcon

References:

1. 2018 Cataract Patient Trade-off Research. 2. Data on file. Alcon, Inc.

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¹Those surgeons who have an average of less than 2 ATIOL implants per month are excluded.