



Introducing the:

## PracticePlus® Quarterly Bonus Program

### EARN MORE CASH FOR PREMIUM DESIGNS

Beginning January 1, 2020, PracticePlus members can earn extra quarterly rebates when they upgrade their patients' eyewear to qualifying premium KODAK Progressive Lenses. The extra bonus is in addition to the standard \$10/pair PracticePlus rebate. See [www.Practice-plus.net](http://www.Practice-plus.net) for details.

#### Unique qualifying lens designs:

- KODAK Unique DRO® and KODAK Unique DRO HD Lenses
- KODAK Unique™ and KODAK Unique HD Lenses

#### Quarterly bonus rewards:

- Extra \$3.00 on incremental pairs over the previous year's pairs on qualifying lens designs

#### How does it work?

- Active PracticePlus members are automatically entered into the program, no extra registration is needed.
- The month before each calendar quarter, PracticePlus members will receive an email and/or letter in the mail with the baseline for the upcoming quarter. The baseline is taken from PracticePlus claim forms received in the prior year's quarter.
- At the end of the quarter, total qualifying pairs received are tallied against the quarterly baseline and incremental pairs earn \$3/pair. Example: increase 5 qualifying Unique pairs a month =

2019 January-March

Total Unique lens pairs  
= 30 (baseline)

PracticePlus rebates  
= \$300

2020 January-March

Total Unique lens pairs  
= 45

PracticePlus rebates  
= \$450

Incremental pairs =

15 x \$3/pair

Quarterly bonus  
= \$45

+ PracticePlus rebates  
= \$495 Total

Actual Dollar  
Growth

10%

- Quarterly bonus rebates are paid the month following the close of the calendar quarter: 1st Qtr = April, 2nd Qtr = July, 3rd Qtr = October, and 4th Qtr = January.

Not in PracticePlus yet? There's never been a better time to start. Visit [www.Practice-Plus.net](http://www.Practice-Plus.net) or call **800-950-5367** to enroll or for more information on the new Quarterly Bonus Program.

**KODAK Lens**  
See the Colors of Life





In 2020, consider upgrading:

- 1) Your patients' visual experience
- 2) Your practice revenue

## The Quarterly Bonus Program is an upgrade to PracticePlus.

The quarterly bonus rebates are in addition to the standard \$10/pair PracticePlus rebate for the KODAK Progressive Lenses listed below. KODAK Progressive Lens designs not listed will continue to receive the standard \$10/pair.

### Program Rebate Payment

All standard PracticePlus rules apply. Visit [www.Practice-plus.net](http://www.Practice-plus.net) or call **800-950-5367** for complete rules and more information. The Quarterly Bonus Program checks will be sent to the place of business defined during PracticePlus enrollment and will be paid out to the practice or practice owner in the same manner as standard PracticePlus checks. These additional funds are income and therefore taxable.

### Definition of Calendar Quarters\*

- 1st Quarter = January 1 through March 31
- 2nd Quarter = April 1 through June 30
- 3rd Quarter = July 1 through September 30
- 4th Quarter = October 1 through December 31

### Quarterly Qualifying Pairs\*

The baseline and quarterly pair totals include qualifying lens designs (KODAK Unique DRO, KODAK Unique DRO HD, KODAK Unique and KODAK Unique HD Progressive Lenses) on claim forms **received** during the quarter calendar days, i.e. 1st Quarter = claim forms received during January 1 through March 31.

NOTE: New or existing PracticePlus members with no history of redeemed qualifying pairs in the previous year's quarter have a baseline of zero (0).

### \*Special Handle Accounts

Quarters and tracking for special handle accounts (30+ pairs/month) are based on **paid pairs** during the quarter instead of received claims due to the timing of lab reports. i.e. 1st Quarter = December 1st through February 28/29 pairs. For more information contact our PracticePlus experts at 800-950-5367.

### Tracking for Online Accounts (coming soon)

PracticePlus members enrolled online will be able to track their progress in the Quarterly Bonus Program on their account page. The website will display each quarter's baseline and pairs submitted (complete claim forms). Members can take advantage of the optional longer claim forms to submit as many as 30 pairs per claim.

### Resources

PracticePlus members receive marketing assistance, patient materials, POP displays, product information and dispensing tools to help them grow their practice. The KODAK Lens Professional Services program offers window signs, patient education centers, doctor locator placement and more. Call 800-930-3995 for more information.

Bonus Period	PracticePlus Member	Unique Incremental Pairs	\$3/Pair Bonus Paid
1st Quarter 2020	Online & Fax	Received January 1 through March 31	PracticePlus check in April
	Special Handle	Paid in January, February and March	
2nd Quarter 2020	Online & Fax	Received April 1 through June 30	PracticePlus check in July
	Special Handle	Paid in April, May and June	