



# Marketing Check List

## Display your ScriptAbility Marketing Materials from En-Vision America

- Place poster/counter board in a prominent place
- Display rack cards on counter

## Inform Local Low-Vision and Blind Agencies about your Service

- Contact your local ACB chapter, NFB chapter, State Rehab agencies, blind schools, and Centers for Independent Living, Lighthouse organizations, low-vision specialists, occupational therapists
- Request a meeting to demonstrate your new service to staff and/or members. Provide informational materials with your contact information at meetings.

## Sponsor a Vision Day or Health Fair

- Place your Vision Day or Health Fair on local community calendars and/or advertisements
- Demonstrate the ScriptAbility solutions you offer
- Distribute literature to each customer in their bag/with receipt
- Provide free vision screenings
- Offer discounts on retail items
- Collect old/used glasses for your local Lions club
- Invite local agencies promote your event and/or invite them to participate

## Include ScriptAbility Services on your Telephone On-hold Message

En-Vision America will create one for you! Call 1-800-890-1180 ext. 123

## Update your Website/Social Media Outlets

- Include the ScriptAbility options you offer as part of your list of special services on your webpage
- Post on your social media pages
- Share your post, tagging low vision advocates and organizations in your area

## Advertise

- Run ads letting your community know that you are investing in social change by promoting accessible prescription labels
- Send a press release/PSA to local newspapers, news and radio stations
- Ask patients if they would be willing to share their story with the media about how ScriptAbility labels help them safely take medications
- Mention your ScriptAbility service in your store flyer

## □ Invite Current Patients to Participate

- Identify current customers who are blind or have low vision and invite them to try the service. Identification can be based on medication history. Medications for common vision loss diseases are listed below.
- Ask these customers to share their experience with your new service with friends, support groups, doctors, and caretakers. Ask for their testimonial and share online.

Company	Brand Name	Generic Name
Allergan Inc.	Alphagan® P	Brimonidine tartrate 0.1%, 0.15%
Genentech	Avastin	Bevacizumab
Alcon, Inc.	Azopt™	Brinzolamide ophthalmic suspension 1%
Allergan Inc.	Betagan®	Levobunolol HCl ophthalmic solution
VISTAKON, Inc.	Betimol®	Timolol hemihydrate 0.25%, 0.5%
Alcon, Inc.	Betoptic® S	Betaxolol HCl 0.25%, 0.5%
Allergan Inc.	Combigan™	Brimonidine Tartrate & Timolol Maleate
Merck & Co. Inc.	Cosopt®	Dorzolomide HCl & Timolol Maleate
Teva Pharmaceuticals	Diamox® Sequels®	Acetazolamide
Regeneron	Eylea	Aflibercept
Vanda	Hetlioz	Tasimelteon
Alcon, Inc.	Iopidine®	Apraclonidine HCl 0.5%, 1%
Alcon, Inc.	Isopto® Carbachol	Carbachol 0.75%, 1.5%, 3%
Alcon, Inc.	Isopto® Carpine	Pilocarpine HCl 1%, 2%, 4%
ISTA Pharmaceuticals	Istalol®	Timolol Maleate Ophthalmic
Genentech	Lucentis	Ranibizumab
Allergan Inc.	Lumigan®	Bimatoprost 0.01%, 0.03%
Bausch	Macugen	Pegaptanib
Fera Pharmaceuticals	Neptazane®	Methazolamide
Bausch & Lomb Inc.	OptiPranolol®	Metipranolol 0.3%
Bausch & Lomb Inc.	Pilocarpine HCl	Pilocarpine HCl 1%, 2%, 4%
Alcon, Inc.	Pilopine HS® Gel	Pilocarpine HCl gel 4%
Alcon	Simbrinza® Susp	Brinzolamide/Brimonidine tartrate
Akorn Ophthalmics	Timolol Maleate USP	Timolol Maleate 0.5%
Merck & Co. Inc.	Timoptic-XE®	Timolol maleate ophthalmic gel
Alcon, Inc.	Travatan® Z	Travaprost 0.004%
Merck & Co. Inc.	Trusopt®	Dorzolamide HCl 2%
Pfizer Inc.	Xalatan®	Latanoprost 0.005%
Merck & Co.	Zioptan™	Tafluprost ophthalmic solution

**Need more rack cards? We can send a digital file customized with your logo! Please send requests/questions to:**

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