



## What's New Survey / Questionnaire September 2015

Please take the time to fill out the following information and answer a few short questions. All perfect scores will be entered into a drawing at the end of each month for a \$50 gift card. Three names will be drawn every month. Feel free to photocopy this sheet for each staff member that would like to participate. You only have 48 hours to fax this back! Once complete, please fax back to (920) 569-2309 as it **MUST BE RETURNED BEFORE: NOON on WEDNESDAY, SEPTEMBER 16th.**

Thank you for your time and good luck!



Your name: \_\_\_\_\_

Your Clinic's name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

### Everyone likes thin lenses. What frame fitting characteristic is very important?

- A. Temple Length
- B. Decentration**
- C. Bridge Type
- D. Fitting Height

In reference to thin lenses, decentration is the most important. It is rapidly more important on higher powered prescriptions.

### Is Pause our office dog a boy or a girl?

### Which of the following AR treatments are available with Cherry Optical, Inc's Kids Package Pricing?

- A. Cherry Approved
- B. Essilor AR EZ**
- C. Crizal Avance UV**
- D. Super HiVision**

Unfortunately, Cherry Approved AR is NOT available with Kids Package Pricing at this time.

E. All of these options are available with the Kids Package Pricing

**T or F:** A wrap compensated RX alters the lens power to equate the prescribed RX.

Contrary to the name, a compensated power does not alter the prescribed power of the lens. In fact, "compensated" lenses ensure the actual prescribed power is actually provided when the lens is worn. (source:Essilor)

**T or F:** More people use the Yellow Pages than Google to find a phone number.

Cherry Optical, Inc offers extensive support for online marketing, including website design, e-mail marketing and social media management. If you're still spending time on Yellow Pages advertising, it is time to update your marketing strategy. Reach out to Adam directly at: [adam.cherry@cherryopticalinc.com](mailto:adam.cherry@cherryopticalinc.com) for more information.

**T or F:** The Varilux Comfort W2+ & Varilux Physio W3+ are the very latest progressive lens from Varilux.

The key word in this question is "latest" the W2+ and W3+ are the most recent release from Essilor.