



intelligentcorporateeyecare

Contents

Key:

Use the buttons above to navigate your way around this brochure, alternatively click on a link on the left to go directly to that page



Takes you back to this page (in case you get lost!)



Takes you back to the previous page.



Takes you to the next page.



Closes the brochure.



Prints the brochure.



Saves the brochure.



Launches your email client so you can send us an email directly.

About ICE

Eye Examination + VDU glasses = £25

VDU Eyecare Vouchers from ICE ensure that, for the first time, you need not make any compromise at all in meeting your VDU eye care obligations.

Now you can have all of this:

1. The widest choice of opticians for examinations and glasses
2. Simplicity of one voucher to cover all transactions
3. Only one optician visit required for increased convenience
4. Cost of glasses covered, where required solely and specifically for Display Screen Equipment use.
5. Additional discounts for all spectacle wearers available
6. None of the common hidden costs or surcharges
7. Complete cost management and budgeting
8. Unbeatable value

And all this for just £25, even when your employee requires glasses for VDU use, funded by the employer.

This is the most significant development in how you deal with your obligations since the Health & Safety Display

Screen Regulations were introduced in 1992.

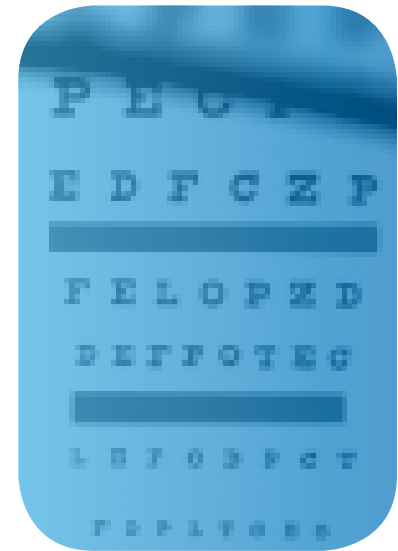
You will now need only to provide your VDU users with a single voucher, in a single transaction, to ensure that they will get a full eye and eyesight test as well as glasses solely for VDU use if required, leaving your employees free to decide which optician they would like to use.

Our unique electronic voucher system will deliver phenomenal administrative cost savings compared to any other process available.

You and your employee stand to make even greater savings as a single voucher, costing just £25, will not only provide an eye examination in all affiliated opticians, but it will also cover the provision of a pair of single vision glasses, when they are required solely for VDU use.

There is even better news for your employees, as they can add their own contributions to upgrade to any of the available glasses ranges in the opticians of their choice, taking advantage of in-store offers, whilst still benefiting fully from the £25 contribution towards the total purchase.

The ICE VDU Eyecare Voucher goes even further in offering all employees, including those who do not require glasses solely for VDU purposes, an additional discount of £15 on any pair of spectacles costing £125 in participating opticians.



Employers

How ICE VDU eyecare vouchers work

VDU eyecare vouchers from ICE give you complete choice - you can choose whether to manage their distribution through your own dedicated micro-site or to utilise the self-service option, leaving eligible employees to download their own vouchers directly from the micro-site.

You only need purchase the quantity of vouchers that you require at any given time, although it is usually wise to have a few vouchers available for contingencies, such as new employees joining. You can easily monitor your voucher usage and current stocks on the micro-site.

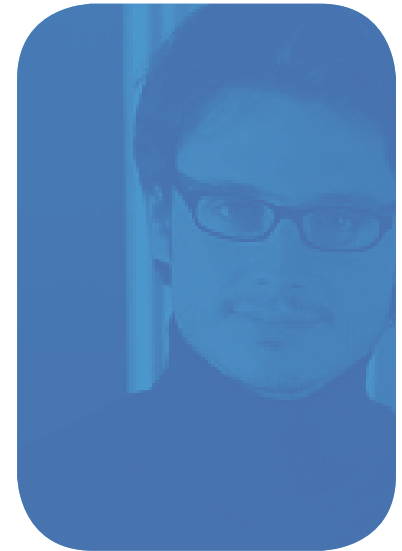
Vouchers are available in multiples of five. They carry an expiry date and any unused vouchers can be returned by notifying us within 30 days of expiry for a full refund or replacement.

The unique ICE voucher mechanism is the simplest, quickest and most flexible available, providing you with ease of administration, and enabling your employee to immediately access the eyecare and spectacles that they prefer, in the optical practice of their choice,

With a single cost to you of £25, for all VDU users, regardless of their requirements and personal upgrading choices, ICE vouchers give you total budgetary control alongside fantastic cost savings.

Giving you a complete choice

You can choose whether to manage their distribution through your own dedicated micro-site or to utilise the self-service option, leaving eligible employees to download their own vouchers directly from the micro-site.



Employees

How ICE VDU eyecare vouchers work

Your employer is offering you the widest possible choice, if they have decided to provide you with VDU eyecare vouchers from ICE.

If you are a regular user of any form of Display Screen Equipment (DSE), including Video Display Units (VDUs), then you are entitled to a full eye examination, and potentially glasses (if required specifically and solely for VDU use).

The full cost must be met by your employer, and this is all taken care of with the VDU eyecare voucher from ICE with these additional benefits for you.

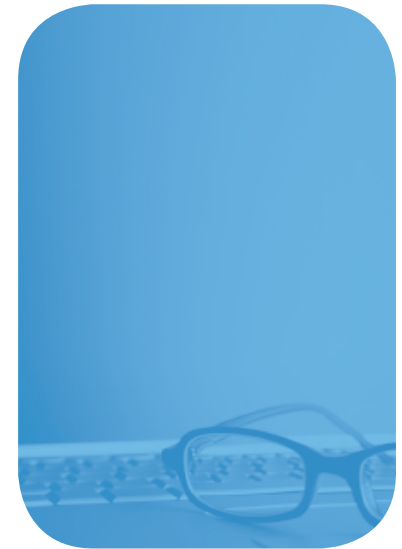
- You can choose to use your preferred optician
- If you are eligible for VDU glasses as well, you can choose standard frames or upgrade to the frames and lenses of your choice

- You can take advantage of all in-store offers
- All voucher recipients benefit from £15 discount of any glasses purchase over £125
- No need for a second visit to the optician as everything is taken care of in one simple transaction.

If you are a VDU user and are not currently receiving all of these benefits from your employer's programme then tell them about VDU Eyecare from ICE.

If you are in receipt of an ICE VDU Eyecare Voucher then you can access our extensive UK network of over 2000 affiliated opticians.

If your favourite optician is not already affiliated then tell them to visit www.ice-eyes.co.uk/opticians and we will make immediate arrangements.



Opticians

Are you missing out on a fantastic opportunity to grow your business?

Would you like to share in the fastest growing and potentially most lucrative business area in eyecare?

Do local businesses send their staff to your practice, or elsewhere, for their employer-funded eyecare?

Would you like to have access to a simple, clear process that takes care of VDU Eyecare tests and glasses provision in one quick transaction?

Have you struggled in the past to convert VDU eye tests into profitable glasses purchases in the same visit?

Do you have slow periods when your optometrists could manage more patients during the week?

Are you tired of watching high earning office workers crossing the street to visit your competitors?

Would you welcome regular and reliable monthly payments from a single source for all of your corporate business rather spending time chasing endless individual invoices?

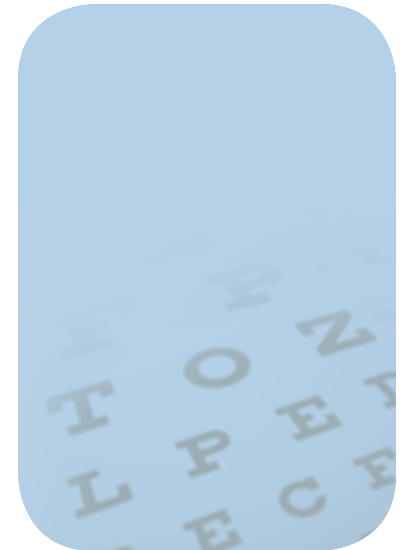
Would you like some else to handle the marketing, promotion, and delivery of a service that regularly delivers white-collar customers into your practice?

Welcome to VDU Corporate Eyecare from ICE, an exciting new opportunity for opticians of all sizes to access the fast-growing and lucrative corporate eyecare market.

We take care of all the time-consuming and costly marketing, sales and account management of corporate business, leaving you to concentrate on providing excellent eyecare services.

The VDU eyecare voucher service from ICE is a revolutionary new offer which finally allows all opticians of all sizes to compete with the major chains, whilst giving patients freedom of choice of eye care provider.

If you have businesses or public sector employers in your area that you would like us to approach, then please email us with as many details as possible, to enquiries@ice-eyes.co.uk or complete the simple form and let us do the rest of the work.



Contact us

Require more information?

Thank you for your interest in ICE vouchers. We will be very happy to provide you with a more information about this revolutionary eyecare service and answer any questions that you have.

Please contact us at:

Intelligent Corporate Eyecare

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