

# ECP FAQs



## Lens Promotion Questions

### Q: Who is eligible to participate in the Essilor Next GEN Offer?

A: Any qualifying independent eye care practice doing business with a participating lab. See full terms & conditions for more details.

### Q: What is the Essilor Next GEN Offer?

A: When your patients purchase any Essilor Transitions® lenses with any Crizal® No-Glare lenses on select Essilor designs, they can receive a Bonus Pair of clear, qualifying lenses for free.

### Q: What products qualify for Essilor Next GEN Offer?

A:

		LENS DESIGN	NO-GLARE	ESSILOR TRANSITIONS®
QUALIFYING PAIR	Buy	Any Varilux® X Series™, Eyezen™ or Essilor Single Vision lenses (excluding Essilor Computer™ lenses)	Any Crizal No-Glare	Any Essilor Transitions lenses
BONUS PAIR	Free	Any equal or lesser value Varilux® design, Eyezen or Essilor Single Vision lenses (including Essilor Computer lenses)	Any equal or lesser value Crizal No-Glare	Clear lenses only Essilor Transitions and Xperio UV™ lenses available with a \$50 upcharge to ECP

Qualifying Pair can be any material. Bonus Pair must be any material of equal or lesser value to Qualifying Pair.

\*Any Essilor Transitions product excluding Transitions® XTRActive® Style Mirrors is available on the Qualifying Pair. All Essilor Transitions products are available on the Bonus Pair (with an upcharge) including Transitions XTRActive Style Mirrors, as available, given the material, design and coating of the job. Excludes Essential Blue Series™ in clear Bonus Pair.

### Q: Are all Essilor Transitions products available through this offer?

A: Transitions® Signature® GEN 8™, Transitions® XTRActive® and Transitions® Vantage® lenses are available for the Qualifying Pair of the Essilor Next GEN Offer. Transitions XTRActive Style Mirrors are NOT available on the Qualifying Pair because they cannot be combined with Crizal, but they are available on the Bonus Pair for an upgrade charge to the ECP of \$50.

### Q: Can I charge a patient for the \$50 Essilor Transitions or Xperio UV lens upgrade?

A: Yes, the ECP can upgrade a patient to Essilor Transitions or Xperio UV lenses on the Bonus Pair at a cost of \$50 to the ECP. Essilor encourages Enrolled Practices to pass through the \$50 upgrade charge and recommends that ECPs charge no more than \$75 to upgrade patients to Essilor Transitions or Xperio UV products. Ultimately, the final upgrade price for patients is at the ECP's discretion. Clear Bonus Pairs must always be passed on to the patient for free.

### Q: Are Shamir™, Kodak lenses or other lens manufacturers' products available for this promotion?

A: No, only Varilux X Series, Eyezen and Essilor Single Vision lenses and Crizal No-Glare coatings qualify for this promotion.

### Q: Are TruClear® and Viso® lenses available for this promotion?

A: No, only Varilux X Series, Eyezen and Essilor Single Vision lenses and Crizal No-Glare coatings qualify for this promotion.

### Q: Are Essilor Computer lenses available as part of this promotion?

A: Yes, but they are only available on the Bonus Pair.

### Q: Do safety or industrial lenses qualify for this offer?

A: No, safety and industrial lenses do not qualify for this promotion.

### Q: What counts as an Essilor Single Vision Lens?

A: Any digital or traditional single vision lens that is available to order through a participating lab that isn't produced by Shamir™, Kodak or other lens manufacturers.

### Q: Are lab private label lenses and AR coatings available for this promotion?

A: No, only Varilux X Series, Eyezen and Essilor Single Vision lenses and Crizal No-Glare coatings can be used as a Qualifying Pair for this promotion.

### Q: How will my practice order the Bonus Pair?

A: When ordering, practices will enter "Essilor Next GEN" in the special instructions section of the ordering portal for the Qualifying Pair and the Bonus Pair when ordering for your patient.

**Q: Does the Essilor Next GEN Offer consumer promotion include frame cost?**

**A:** No, the frame cost is not included in the offer. The patient must purchase a new frame for both Qualifying Pair and Bonus Pair Jobs. However, for a limited time from **July 1, 2020, to September 30, 2020**, your patients can choose frames among a selection of participating Luxottica brands and earn a \$50 reward card on the Bonus Pair frame. Please review the rest of the FAQs for more information.

**Q: Can my practice order uncut lenses under the Essilor Next GEN Offer?**

**A:** Yes, your practice can order both edged and uncut lenses under the Essilor Next GEN Offer.

**Q: Can I use existing stock single vision lenses for the Essilor Next GEN Offer?**

**A:** No, your practice will need to order both Qualifying and Bonus lenses from the participating lab.

**Q: Are there any changes to policies on warranties or redos?**

**A:** No, current warranty and redo processes remain unchanged.

**Q: Do both jobs need to be ordered on the same day?**

**A:** Yes, Qualifying and Bonus Pair Jobs must be ordered for the same patient, on the same day, from the same lab.

**Q: Can the patient leverage the Essilor Next GEN Offer consumer promotion for a family member?**

**A:** No, Qualifying Pair and Bonus Pair must be ordered for the same patient, on the same day, from the same lab.

**Q: What tools are available for me to share the Essilor Next GEN Offer with my patients?**

**A:** An Essilor Next GEN Offer Digital Kit has been specifically created for you to advertise the promotion with your patients. The digital kit includes web banners, social media assets and a customizable e-mail blast template to share with your patients. Additionally, Essilor will be leveraging various consumer media channels – including digital banner ads, social media, paid search and CRM – to drive patients to your practice ready to take advantage of this offer. CRM is available only to Essilor Experts™ practices that are part of SmartBook online booking and patient communication service program. The Essilor Next GEN Offer Digital Kit will be accessible to you via EssilorShare.com and EssilorPRO.com.

**Q: Are VSP Choice patients eligible for the Essilor Next GEN Offer promotion?**

**A:** Yes, effective June 1, 2020, Essilor Next GEN Offer is available to all VSP Choice and FEDVIP patients in all states when ECPs order through the Essilor Lab Network and select participating IDD labs (Independent Labs).

**Q: Are managed care jobs eligible for the offer?**

**A:** Yes, jobs ordered using a managed vision care plan will serve solely as the Qualifying Pair, but cannot serve as the Bonus Pair.

**Q: Can this offer be combined with Pair 50?**

**A:** No, this offer cannot be used in conjunction with Pair 50 on the Qualifying and the Bonus Pair Job. Pair 50 can only be used with the purchase of a 3rd pair of lenses in compliance with the Pair 50 terms and conditions.

**Q: Can the Essilor Next GEN Offer be combined with other Essilor consumer promotions?**

**A:** No, this offer cannot be combined with other Essilor consumer promotions. Please see terms and conditions for details.

**Q: How is an equal or lesser value calculated?**

**A:** A Bonus Pair Job does not include the cost of the frames. Product value will be calculated on a product by product basis, factoring in design, coating and materials. See terms and conditions for more details. \$50 upgrade does not count towards the cost.

**Q: Are there any limits to the number of Bonus Pairs a practice or patients can receive?**

**A:** There are no limits to the total number of Bonus Pairs that an eligible practice or patient may be able to receive, provided that the required criteria are met for the corresponding Qualifying Pairs.

**Q: How do I enroll my practice?**

**A:** If you are already enrolled in the Essilor Next GEN Offer, you do not need to re-enroll. You can seamlessly continue to use this offer and also access the frame rebate offer when it becomes available on July 1. If you are not already enrolled, you must enroll each location with each participating lab that you send work to at their respective enrollment websites: EssilorPro®, MyEssilorLabs.com, PartnershipRewardsPortal.com, EssilorIDD.com and/or Nassau247.com. Check each enrollment site for which labs are participating in this offer.

**Q: When can I start participating in the Essilor Next GEN Offer?**

**A:** If you are already enrolled in the promotion, you can continue to participate. If you are not enrolled, you can start participating the day following your enrollment.

**Q: When will my practice be added to Essilor's ECP Locator?**

**A:** Please allow 7 to 10 business days for your practice to show up on the locator after you enroll.

**Q: When does the Essilor Next GEN Offer promotion end?**

**A:** The Essilor Next GEN Offer promotion ends **December 31, 2020**. The limited-time frame offer ends **September 30, 2020**.

## Frame Reward Card Offer Questions

**Q: What is the duration of the limited time bonus frame reward card offer?**

**A:** The limited time bonus frame offer will be available from **July 1 to September 30, 2020**. Each Qualifying Lens and Frame Purchase must occur between July 1, 2020, and September 30, 2020. All consumer reward card requests must be postmarked or transmitted within 30 days of Qualifying Lens and Eligible Frame Purchase date. In no circumstance will any reward card requests be honored if received after October 31, 2020.

**Q: What are the participating Luxottica frame brands?**

**A:** Participating frame brands under this frame reward card offer consist of the following Luxottica frame brands only: Ray-Ban, Oakley, Costa, Vogue, Arnette, Polo, Ralph Lauren, Ralph Eyewear, Michael Kors, Coach, Brooks Brothers, Armani Exchange, Emporio Armani, Tory Burch, Burberry, Versace, Prada Eyewear, Prada Linea Rossa, Tiffany & Co., Dolce & Gabbana, Miu Miu Eyewear, Valentino, Giorgio Armani and Bvlgari. No other Luxottica frame brands or frame brands from any other manufacturers qualify for this frame reward card offer.

**Q: Does it have to be Luxottica frame brands for both the Qualifying and Bonus Pairs to get the \$50 reward card?**

**A:** Yes, to qualify for the \$50 reward card, both the first Qualifying Pair frame and the Bonus Pair frame must be from the selection of the participating best-selling Luxottica frame brands. Non-participating Luxottica frame brands and non-Luxottica frame brands are not eligible for the Bonus Pair frame reward card.

**Q: Do frames for both the Qualifying and Bonus Pairs need to be from the same Luxottica brand?**

**A:** No, both the Qualifying and Bonus Pair frames could be any combination of the participating Luxottica frame brands.

**Q: Is the reward card available with other lens offers?**

**A:** No, it is only valid with the Essilor Next GEN Offer.

**Q: How can I use my \$50 reward card?**

**A:** The Visa reward card will directly come to the patient in their inbox or mail. This \$50 does not directly come off the purchase price.

**Q: What are the reward card options available to patients?**

**A:** Reward card options include a virtual Visa card and a physical Visa card.

**Q: What does my practice need to do to process the frame reward card?**

**A:** The practice should ensure the frame brands, style/model numbers (e.g. RX6489) and date of purchase are clearly stated on the receipt to avoid any issues for the patient redemption. The patient will need to go to **NextGenRebate.com**, fill out the redemption form and provide a valid proof of purchase (such as a receipt that shows the frame brand, date of purchase) and either submit online or mail it to the specified address. For any questions on the redemption form, please reach out to Customer Service at **(844) 539-5508** or **NextGenRebate@us.luxottica.com**.

**Q: My practice's patient receipts don't identify frame brands. How do I address this?**

**A:** If you are unable to print frame brands on your patients' receipts, please hand-write the name and style/model number of the Luxottica frame brands you are dispensing for both the first and second pair of lenses on the receipts. This will help ensure your patients' rebate redemption experience is seamless.

**Q: How quickly does a patient receive their reward card?**

**A:** If the digital reward card option is selected by a patient, the reward card will be emailed in 4-6 days to the email address provided after the valid proof of purchase has been uploaded. If the patient submits a mail-in redemption form, the reward card will be delivered by mail in 4-6 weeks after the redemption form and valid proof of purchase reaches the address on the form.

**Q: Who can patients contact for support on reward card processing?**

**A:** Patient can reach out to Customer Service at **(844) 539-5508** or email **NextGenRebate@us.luxottica.com**.

**Q: What is a valid proof of purchase?**

**A:** A valid proof of purchase for both Qualifying and Bonus Pairs must include eligible premium Essilor lens frame product names and cost to patient (e.g. lens products Varilux® X Series™, Crizal® and Transitions®) and participating Luxottica frame brand names (e.g. Ray-Ban, Oakley, Costa, Vogue).

**Enroll at EssilorPRO.com†, MyEssilorLabs.com, PartnershipRewardsPortal.com, EssilorIDD.com and/or Nassau247.com**

† ECPs registered on EssilorPRO.com can enroll there in lieu of enrollment on MyEssilorLabs.com and PartnershipRewardsPortal.com



Transitions™

Crizal®

VARILUX®

Eyezen™

Xperio™