

Online Promotional Tools

Welcome to the MacuLogix® family! As your partner in practice, we have developed a set of tools just for you to help promote your clinic. Think of this as your own personal cheat sheet to help your practice stand out as an AMD Center of Excellence™, while educating your patients on AMD and the importance of dark adaptation testing.

Contents

- Logos and images
- Website copy:
 - About AdaptDx®
 - About AMD
- Videos
- Social media posts
- On-hold message script

For additional information or original images, email info@maculogix.com

Logos and Images

AdaptDx logo



MacuLogix Logo



Image of AdaptDx product



Image of AdaptDx with Technician and Patient



Website Copy

You want to create content on your website, but can't find the words? We make it easy for you. Cut-and-paste the copy that best fits with the information you currently provide on your website for other diseases and devices.

About AdaptDx

People with age-related macular degeneration (AMD) often do not know they have the disease during its early stages. They may dismiss early warning signs, like trouble seeing or driving at night, as part of the normal aging process. Ignoring these symptoms only delays diagnosis, which can lead to more unnecessary vision loss.

We are among the first eye care providers to offer a new innovative test, the AdaptDx Dark Adaptometer, that helps us diagnose AMD at a very early stage and monitor disease progression. If you are experiencing problems seeing or driving at night or it is becoming increasingly difficult to read in dim light, talk to us about scheduling an AdaptDx test.

AdaptDx® Dark Adaptometer

The AdaptDx [adapt-dee-ex] aids in the detection and management of AMD. It measures the time it takes for your vision to adjust to the dark. This is called dark adaptation. The simple test takes less than 10 minutes. You'll look into the device in a darkened room and press a button every time you see a flashing light. If the AdaptDx test indicates signs of early AMD, you and your doctor have valuable time to develop a plan to delay disease progression.



What is RI?

The RI™ stands for Rod Intercept™ and it is a measure of an eye's dark adaptation function. Specifically, it is the number of minutes it takes your vision to adjust from light to darkness. When you take the AdaptDx test, the device calculates your RI number and provides your doctor with critical information to help determine your AMD status.

Is the AdaptDx® test covered by insurance?

If there is a medical diagnosis related to AMD or you are experiencing trouble seeing or driving at night, we may be able to bill the test to your insurance provider. If not, the AdaptDx test may require a modest out-of-pocket expense.

What should I expect during the test?

Video URL: <https://youtu.be/uEWWu7ucohw>

About AMD

Age-Related Macular Degeneration (AMD)

Age-related macular degeneration or AMD is the leading cause of adult blindness in developed countries and affects nearly 1 in 8 adults over the age of 60. AMD is a chronic, progressive disease that attacks the macula, a part of the retina that allows us to see objects located straight ahead of us. The macula is responsible for your central vision, which allows you to do things like recognize faces, read, watch TV, and drive.



Normal Vision



Vision with AMD

Stages of Age-Related Macular Degeneration

As a progressive disease, AMD reveals itself in stages.

- **Subclinical AMD** is the earliest detectable stage of age-related macular degeneration. The first warning sign comes in the form of trouble seeing at night. Many people blame poor night vision (caused by impaired "dark adaptation") on the normal aging process and don't report the symptom to their doctor. Don't make that mistake. If you begin having difficulty driving at night, reading in dim light or adjusting to seeing in the dark, tell your eye care professional. Identifying AMD at this point is critical to proactively managing AMD.
- **Early to Intermediate AMD**
Before we learned that dark adaptation is the first symptom of AMD, eye care professionals relied on identifying the disease during the early or intermediate stages. At this point, your doctor may see drusen—yellow deposits of fatty protein under your retina—which is an indicator of AMD.
- **Advanced AMD:**
During late-stage AMD, people start to notice central vision blurriness. The transition from early-stage to late-stage AMD happens rapidly. If left untreated, it can lead to legal blindness in as little as six months. While treatment options can slow the progression of late AMD, nothing can reverse the damage already done.

AMD Symptoms and Risk Factors

The earliest symptom of AMD is impaired dark adaptation, which may cause difficulty seeing or driving at night. As the disease progresses, symptoms may include distortion of straight lines or dark and blurry central vision.

The primary risk factors for AMD include:

- Age 50 or older
- Family history of AMD
- Caucasian (white)
- Smoker or past smoker
- Overweight
- Heart disease, high blood pressure or high cholesterol

Age is the biggest risk factor. In fact, 1 in 8 adults over the age of 60 have age-related macular degeneration (AMD). If you are experiencing a symptom of AMD or have multiple risk factors, ask your doctor to test your eyes with the AdaptDx®.

AMD Facts

- It is projected that the overall prevalence of the AMD will be 196 million in 2020 and 288 million in 2040¹.
- As many as 11 million people in the U.S. have clinical AMD; this number is expected to double by 2050¹.
- Up to 78% of AMD patients have substantial, irreversible vision loss at first treatment, including 37% who are legally blind in at least one eye^{2,3}.
- Currently, there is no cure for AMD but progression of the disease can be slowed or halted with lifestyle modifications, protective eyewear, and nutritional supplements. Timely diagnosis is therefore key.
- Wet AMD (choroidal neovascularization or CNV) may be treated with injections, which can slow or halt disease progression and vision loss, but not reverse it.

What happens if AMD is detected?

If you are diagnosed with AMD, you and your doctor have valuable time to develop a plan to delay further symptoms.

Proactive steps to delay or prevent vision loss:

- Lifestyle changes, such as improved diet and exercise and quitting smoking
- Eye health supplements
- Blue light protection
- UVA and UVB protection

We will also want to monitor your vision regularly. If needed, you'll be able to begin additional treatment as soon as late-stage AMD is detected.

1. <http://www.brightfocus.org/macular/article/age-related-macular-facts-figures>
2. Cervantes-Castañeda RA, Banin E, Hemo I, Shipgel M, Averbuhk E, Chowers I. Lack of Benefit of early awareness to age-related macular degeneration. *Eye (Lond)*. 2008;22(6):777-781. (PubMed <https://www.ncbi.nlm.nih.gov/pubmed/17220824>)
3. Olsen TW, Feng X, Kasper TJ, Rath PP, Steuer, ER. Fluorescein angiographic lesion type frequency in neovascular age-related macular degeneration. *Ophthalmology*. 2004;111(2):250-255. doi.org/10.1016/j.ophtha.2003.05.030. Accessed May 23, 2018.

Videos

It's no secret that video content is taking the internet by storm. Get in on the action to educate your patients about AMD and let them know what to expect during an AdaptDx test using these great informational videos.

- VIDEO: ***AMD Warning Signs***

URL: <https://youtu.be/G2qRw6inee0>

Video Description:

Are you having problems seeing at night? This could be the first warning sign of early stages of age-related macular degeneration. Ask your doctor to test your dark adaptation, the time it takes your eyes to adjust from bright light to darkness, using AdaptDx

- VIDEO: ***What to Expect During an AdaptDx***

URL: <https://youtu.be/bnP0YHu48zQ>

Video Description:

Learn about the AdaptDx and what you can expect from the experience.

- VIDEO: ***RI: An Early Warning Sign of AMD***

URL: https://youtu.be/_h1aYM_H52U

Video Description:

Learn how a simple test can help determine if you have age-related macular degeneration (AMD), the leading cause of adult blindness. The AdaptDx is the first and only device to help detect AMD three years before you can see it.

- VIDEO: ***About AMD, its risk factors, and first symptoms***

URL: <https://youtu.be/GxTyU3jXAf4>

Video Description:

Trouble seeing or driving at night is the first symptom of age-related macular degeneration (AMD), a progressive disease that affects your central vision and is the leading cause of adult blindness in the developed world.

This video has no sound making it the perfect visual to put on the screen in your waiting room. This way patients can be informed about AMD without it distracting others in the waiting room.

Social Media Posts

Social media can be a great way to advertise and promote AMD testing with AdaptDx. It's a great way to also promote your own practice while connecting with a wider community. Here are a few social media post ideas to get you started.

Image



Text of the post

Age-related Macular Degeneration (AMD) is more common than you think. One in eight adults age 60 and over develops AMD and might lose their vision. Make an appointment with us to get tested.

[#AMDawareness](#)



Age-related Macular Degeneration (AMD) is the leading cause of blindness in adults. When caught early, vision loss can be prevented. Make an appointment with us to get tested for AMD.

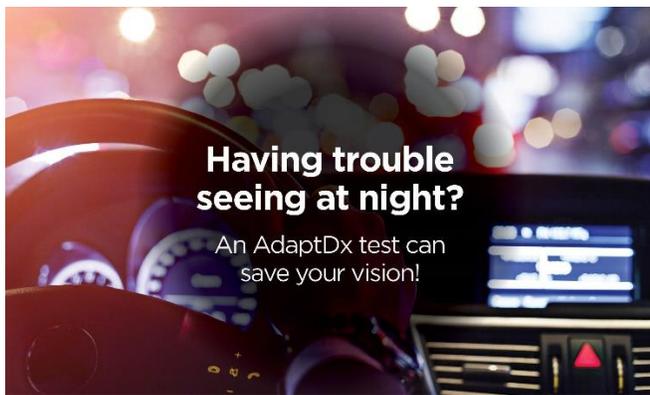
[#AMDawareness](#)



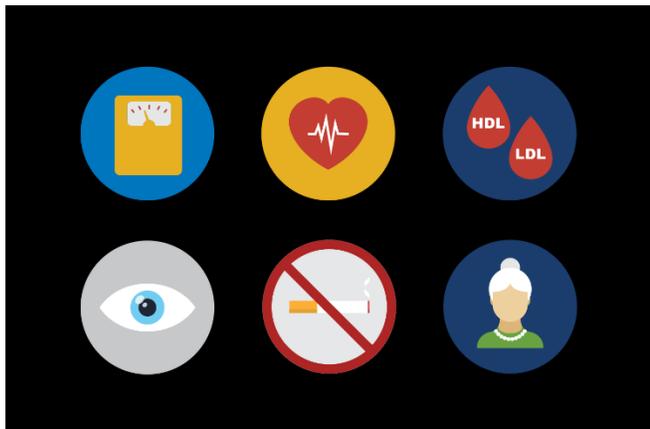
Did you know Age-related Macular Degeneration (AMD) is more common than glaucoma?

Get tested to detect AMD early, before it takes its toll on your vision. Call us at (*insert phone number*) to make an appointment.

[#AMDawareness](#)



Having trouble seeing at night is an early symptom of Age-related Macular Degeneration (AMD). As the disease progresses, irreversible vision loss might occur. Blindness caused by AMD is preventable. Let us know if you're having a hard time seeing at night. We're here to help you. [#AMDawareness](#)



Do you know if you're at risk for Age-related Macular Degeneration (AMD)? Make an appointment with us to get tested if you have trouble seeing at night or have multiple risk factors:

- Age 50 or older
- Family history
- Smoker or past smoker
- Caucasian
- Being overweight
- Heart disease, high blood pressure or high cholesterol

- If you are over 50, call our office about a simple test that can help preserve your vision. [#eyehealth](#) [#vision](#) [#AMD](#)
- We are the first to offer a simple in-office test for the earliest signs of age-related macular degeneration [#vision](#) [#AMD](#)
- If night vision is becoming a problem, you should contact us about a new, simple test that could help preserve your eyesight [#vision](#) [#AMD](#)
- How long does it take your vision to adapt from bright light to darkness? We can tell you – and why it matters! [#vision](#) [#AMD](#) [#eyehealth](#)
- Did you know the AdaptDx test is the only way to detect the earliest signs of age-related macular degeneration? [#eyehealth](#) [#vision](#)
- A simple test in our office can help us detect age-related macular degeneration – before it causes vision loss [#eyehealth](#)
- Over 50? Visit us to learn about other risk factors for [#AMD](#) and how to detect it before it affects your sight [#vision](#) [#eyehealth](#)
- Find out if you have early-stage [#AMD](#) with a simple test in our office. Together, we'll protect your vision! [#eyehealth](#)

Script for On-Hold Messages

Busy practices often have to put patients on hold when they call. What better way to fill up this time than tell them about testing with AdaptDx? Be it for themselves or someone they know; the information is invaluable and may help save someone's vision. As for your practice, you may be getting a few more calls to schedule testing with AdaptDx.

“Are you having more trouble seeing or driving at night as you age? If so, this could be the first symptom of age-related macular degeneration, or AMD, which is the leading cause of adult blindness in the US. [Name of your practice] now offers a simple test called the AdaptDx that can help us detect AMD at its earliest stages and take steps to preserve your vision. Ask us about scheduling an AdaptDx test for you or a loved one.