

From: [REDACTED]
Subject: Hubble would like to refer our Missouri City patients to your office
Date: January 29, 2017 at 2:02 PM
To: kevingee@geeeyecare.com

GS

Hello Dr. Gee,

We believe the patient base in your zip code has a high concentration of the type of patients who are most interested in Hubble. We'd like to work with your office, and we can offer you a package of an incredibly compliant lens, competitive profitability, and protection from online retailers that few other lenses can match.

If the following partnership sounds interesting to you I'd like to send over some more information and some trial lenses for you to test. Just reply to this message with the best number for us to call and talk through this!

Our hope here is that when you have a patient who thinks they can't afford dailies and wants to go with a monthly or biweekly lens, you can introduce Hubble instead: The patient gets a healthier modality of lens at the same price as a monthly lens (when including the cost of the lens solution), and you make more than you would by selling a monthly or biweekly lens...a win-win!

Here are a few of the benefits we hope to offer your practice:

1. **Hubble compliance is off-the-charts:** As you know, the likelihood of your typical patient over-wearing their contact lenses is 50%. Even traditional daily disposables only drop that rate to 40%. Hubble patients over-wear at an astonishingly low 10% rate - because finally patients are not stressed about the cost of the lens...and patients who don't over-wear are more likely to return for their eye exam in exactly a year.
2. **Healthier lens modality at no additional patient cost:** Switch patients from monthly or daily-wear lenses into daily disposable lenses at no additional cost to the patient. A year's supply of Hubble daily disposable lenses costs patients no more than a year of reusable lenses and lens solution.
3. **Make more money from your monthly and biweekly wear patients:** Make more money by selling Hubble daily disposable lenses to cost-conscious patients than you would by selling leading monthly or daily lenses. We even ship orders directly to the patient for you - no need to store inventory!
4. **No retailers can beat your office price:** Never be undercut by a discount retailer when you prescribe Hubble. 1800Contacts, Walmart, and Costco can't offer Hubble. Even the Hubble website charges almost \$40 for shipping beyond your office's suggested retail price. Buying through your office is the least-expensive way for a patient to purchase Hubble lenses. Prescribing Hubble keeps your lens sales in-house and your patients coming back.
5. **We refer new patients to your office:** We continue to receive very favorable press coverage from outlets including Vogue, GQ, Mashable, and TechCrunch. This generates customer interest which we direct to the doctors we work with - patients send us their location and we send them the contact information of the nearest doctor who offers Hubble. Of course, we realize that the decision as to which lens is best for any patient lies entirely with you, we only ask that you consider Hubble lenses along with the others you have to offer.

Pricing:

Hubble - "the daily lens for monthly and daily lens patients." Compare us to monthly and biweekly lens options: both on cost to the patient and on profitability for your office. **Offer Hubble to patients who**

think they can not afford daily disposable lenses.

Remember, extended-wear lenses require an additional ~\$100 purchase of lens solution per year. Hubble does not.

	MSRP	cost to your office	your profit
1 year's supply	\$360	\$235	\$125
3 months' supply	\$95	\$65	\$30

About the lenses:

- Methafilcon A (FDA group 4)
- Water content of 55%
- Oxygen permeability (dk) is 21.4
- Base curve is 8.6, diameter is 14.2mm
- Spherical
- Powers ranging from -0.5 to -12.00
- Center thickness is 0.07mm

I'm looking forward to working with you - just reply to this email with any questions and to let me know you're interested in next steps. Please include the best number at which to reach you to talk through next steps!

Looking forward to working with you,



www.hubblecontacts.com

This email was sent by:  W. 85th St, New York NY 10024

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