“Smart Vision Exams solve the problem of poor prescriptions [and allow me] to keep the solution in-house.”

**BACKGROUND**
EyeCrave Optical is an eclectic and evolutionary eye care practice owned by Jody Shuler. He first heard of Smart Vision Labs when looking for a solution to bad prescriptions his customers were bringing into this shop. Most of the prescriptions required adjustments and remakes, causing an increase to his bottom line and a decrease in customer satisfaction. Jody considers troubleshooting one of his specialties, but he was limited in his ability to help customers with their prescriptions.

**OUTCOME WITH SMART VISION EXAMS**
Jody now uses Smart Vision Exams to help customers get the best pair of glasses and educate them on eye care and eye health. For customers who haven't seen a doctor in over 2 years, Jody won't make glasses following a Smart Vision Exam until they see a doctor for a comprehensive eye health exam. **In the first two weeks offering Smart Vision Exams, he has scheduled multiple health check ups for his doctor and completed several sales, making the value of the device truly worthwhile.** By offering Smart Vision Exams, Jody is able to better control the quality of glasses he provides to his customers.