

## Ocushield Online Eye Screening - Messaging and USP's

### Main USP's

- Test your eyes from your mobile, laptop or PC in under 7 minutes
- Check for vision or potential prescription changes
- Digital eye screening test accessible via a web URL
- Test for astigmatism, visual field and contrast sensitivity
- Test your colour vision & depth perception
- Developed by optometrists for remote workers

Longer form (we encourage you to reword to avoid duplication via Google/Bing if placing it onto a website):

### Simple and easy to use from any device

The Ocushield online eye screening test has been created so people of all ages can test their eyes simply and fast. The user interface is easy to follow and requires minimal input from you but provides accurate data on the status of your eyes. If someone struggles using screens like a young child or the elderly, an able person can easily support them to do the Ocushield eye screening test.

Ocushield's in-house optometrists can be contacted through the eye screening test if you have any issues, we want you and your eyes to be happy.

### Who is this for?

If you're someone who works remotely due to the new flexible way of working or someone who has anxiety getting their eyes tested and can't deal with the admin or travel involved, the Ocushield online eye screening test is for you.

From the comfort of your home or office, you can easily find out if you are suffering from any gross visual problems which may need further intervention or support. Imagine the Ocushield as a precursor to a full eye examination, providing your optometrist guidance on any areas which may need extra investigation if something is wrong.

## **Ocushield Online Eye Screening - Messaging and USP's**

### **How does it work?**

The online eye screening test has six key elements - from testing your vision, contrast sensitivity, colour vision, astigmatism, visual field and depth perception you will be able to quickly and efficiently see if you have any gross problems in these areas or not. These elements are widely regarded as important markers in our vision.

Once completed, you are presented with a report to go through the results as well as extra suggestions on how to look after your eyes day to day and when working on screen. If there is further support needed, this will be mentioned and you will be able to seek the appropriate help where needed.

Please put a disclaimer on landing page where test access is provided or to be taken:

### **Disclaimer:**

“Whilst every care is taken by Ocushield & its partners to provide you with accurate results, Ocushield’s eye screening test is not a replacement for visiting an optometrist and it is recommended you visit an optometrist regularly (at least every two years or sooner as instructed) to check the health of your eyes.”