

October 2021

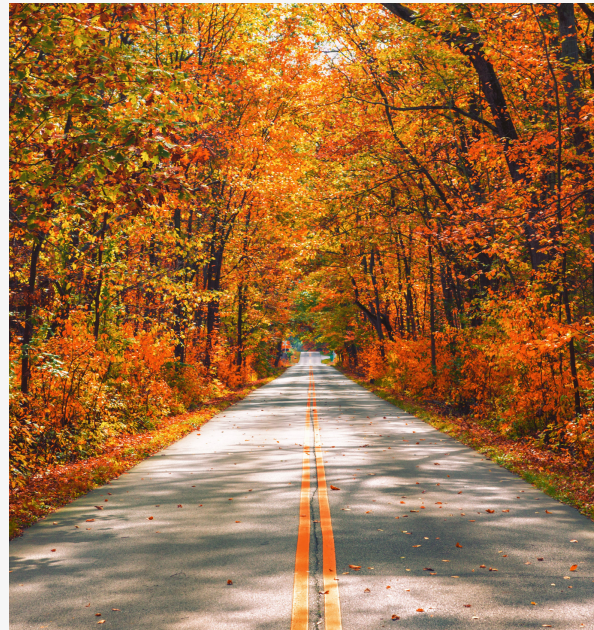
NEWSLETTER

# CLINIX CONNECT

*what's up?*

## AUTUMN NEWS

The best news this Fall is that most of you are really busy seeing patients and promoting your dispensary. As you think of new content to add to your playlist consider your TV screen an extension of your Social Media feeds. The content you update on FB, Instagram and Twitter is potential content for your digital signage (TV) platform. It's always nice to see your staff and your patients modelling the latest styles in eyewear. It adds a personal touch your patients appreciate.



## ADVICE FROM YOUR OD

In my last newsletter I mentioned a new content idea tentatively called, "Eye Advice from (Name of OD)" There was a lot of positive feedback so I've gone ahead and created a couple of templates I've attached to this email. Let me know what you think. You can send me your photo, the text you'd like to use and I'll create the slide. Remember to keep it short and sweet. Maybe consider including frame advice from one of your frame specialists. "I have a round face, what style of frame would suit me?"

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## HALLOWE'EN EYES

I'm not sure how many of you have to deal with eye issues from patients who ordered their novelty contacts online but I hear a couple of horror stories every so often. You will notice a few slides rotating in your playlist that deal with the dangers of ordering these lenses online. I'll also be adding Happy Hallowe'en slides and videos on the 29th. They'll remain in the playlist until the end of day on the 30th. Please send me any of your own Hallowe'en content to add, if you wish.



## WEBSITE UPGRADE

Over the next six weeks my website will be under construction. It's in need of a major facelift! As part of the overhaul I would like to include a few testimonials from some of you, if possible. I would be grateful for any positive feedback you would feel comfortable sending my way. Please know, there is NO PRESSURE!



## NEW HARDWARE? (REPEATING 'CUZ IT'S IMPORTANT!)

Is it time to replace your TV, wifi stick or computer? Remember to contact me before you make a purchase. It's important to have the correct specs before you buy. Especially if you're considering a purchase of a 4K TV. As I have only just discovered, not all computers or wifi sticks are compatible with 4K screens!



# YOU KNOW WHAT'S COMING!

I'm not going to mention either of these seasonal events by name as it seems a bit too early. However...it will be upon us in no time. My November newsletter will provide updates to time lines i.e. when I will need your seasonal messages and greetings, shopping ideas and any adjustments to your hours. As a reminder, if I don't hear from you I will load whatever clinic specific messages I've loaded in previous years as well as any generic messages I create this year.



## ONE FINAL UPDATE!

COVID has affected the supply chain for computer equipment and hardware. The lithium mines for batteries and the silica sand mines for microchips have been under-utilized. As a result there are shortages world-wide.

In addition, most of the sea freight logistics and container shipping were filled with medical components (masks, respirators) and unfinished products such as the components required for the creation of vaccines.

I am still able to source new hardware for you it just means that the hardware options available can change on a daily/weekly basis. Just thought I'd mention this in case you are in the market for new hardware. Pricing is still competitive!