



## Direct-Response TV – Test Program

Practice Name:
Essilor Account No.: (mandatory for reimbursement)
Address:
City, Prov.:
Postal Code:
Transitions Location ID (LIN):

### ***Tracking Sheet***

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To measure the effectiveness of the direct-response program in driving new patients to independent practices and to make sure you receive your reimbursement from Essilor Canada, please complete this tracking sheet for each patient that presents you with the \$50 coupon. Please send this sheet and the coupons back to Transitions Optical by fax or mail by June 30. If you have questions, please call 1-877-254-2590.

**To show our appreciation for your time, all practices that return the tracking sheet and coupons will be entered to win a \$200 pre-paid Visa Gift Card.**

FAX: 1-877-254-2592

Transitions Optical  
ATTN: DRTV  
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