

CooperVision Application & Removal Interactive Videos

CooperVision has developed a fantastic new wearer support resource, now available here:

<https://coopervision.co.nz/wearers/new-wearer>

The new online application & removal interactive videos feature real people and guide new wearers (myopia management to multifocal) step-by-step through the application and removal process.

By tailoring the 'how-to- journey depending on the needs of the individual, these videos will help build new wearer confidence. The videos can be stopped/started and patients can jump to the relevant section they need using the playlist. There's also a comprehensive FAQ section covering common concerns.

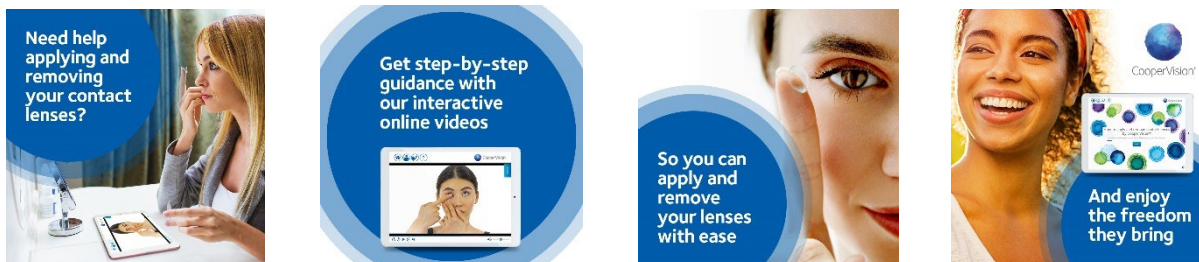
Feel free to bookmark and share this helpful resource with your patients by using the below website banner and suggested social media posts.

Suggested Facebook posts

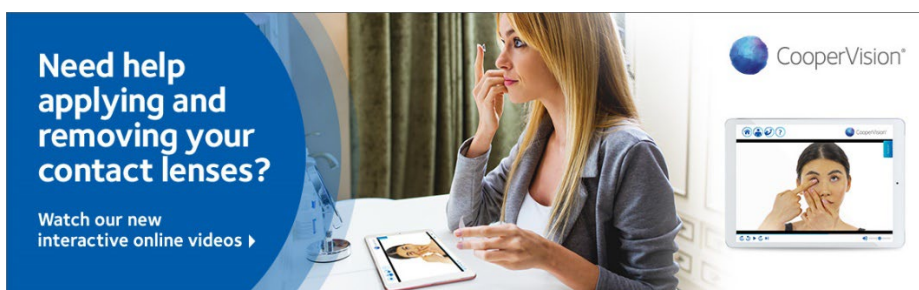
The suggested social media post copy below can be used with these four images in a carousel format. For best resolution, download the images from <https://coopervision.net.au/practitioner/practice-building/marketing-materials>

Post copy: Need help applying and removing your contact lenses? Watch the new interactive online videos <https://coopervision.co.nz/wearers/new-wearer>

Facebook Post Images - Option 1: CooperVision Branded:



Website Banner (link banner to this URL: <https://coopervision.co.nz/wearers/new-wearer>)



Facebook Post Images - Option 2: Non-Branded:

