



**Vision
Australia**

Blindness. Low Vision. Opportunity.

**Vision Australia
B2B campaign –
Ophthalmologist
and Optometrists**





Vision Australia B2B campaign – Ophthalmologist and Optometrists

Demonstrates.

- Understanding of disability sector
- Strong B2B marketing technique
- Branded B2B
- Effective creative on minimal budget.

The challenge.




Vision Australia provides vital services to Australians living with blindness or low vision. The scope of its services has grown dramatically in recent years to include services provided under the NDIS and My Aged Care systems.

DPR&Co was asked to deploy a new Vision Australia brand (developed by brand strategist, Axel Dench), leveraging the most important channel through which VA reaches its clients – that of ophthalmologists and optometrists.

The aim was to stimulate referrals for VA products and services including NDIS-related services.


Did you know all healthcare professionals can refer patients to us?

Refer online now.

-  **Referral is quick and easy**
-  **Support for all ages and stages of life**
-  **National locations**

Your partners in the circle of care.

Refer online now.



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Our response.

DPR&Co set about achieving 2 priority objectives:

- To make a compelling case for increased support to ophthalmologists and optometrists already working with VA; and
- Increase the number of ophthalmologists and optometrists VA was able to reach out to.

The campaign we developed was designed to run in all relevant media – industry journals, targeted digital media, dBase marketing and social media. It was supported by the creation of collateral that included medical sales aids (such as glasses that replicate the effects of various vision impairments, to brochures and other collateral.



“We can all achieve more in partnership with Vision Australia.”

Julian Rait

When to refer?

On diagnosis of a permanent, non-correctable or progressive eye condition.

OR

Visual acuity is 6/12 (BEO) &/or Visual field of 30 degrees (BEO).

OR

Vision loss may be putting your patient at risk.

OR

Support is needed to adjust to vision impairment.

Associate Professor Julian Rait OAM
President of AMA Victoria.
Refer online or watch Julian's testimonial video.
www.visionaustralia.org/healthcare-professionals



Vision Australia
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Common eye conditions.

Hard to describe.

Easy to demonstrate.

Order your first free 20 eye disease simulation cards.

☎ 1300 84 74 66

🌐 visionaustralia.org

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These simulation cards will help you to explain common eye diseases to your patients. It's just one of the ways Vision Australia can support you in caring for Australians with low vision.*

*This eye chart series is a random vision test from common eye diseases. It should only be used as a guide as individual conditions will vary depending on other factors.

Why referrals matter

Suzanne shows it's never too late to ask for help.

Suzanne has lived with diabetic retinopathy for most of her life.

“As the years have gone on I've lost all side vision in both eyes. I will sometimes walk into things like the clear security gates at supermarkets. I've gone so far as to break ribs and my wrist from falls. My son finally said 'Enough, we need to get you some help'. We came across Vision Australia that day and they've been amazing ever since. Through them I got my cane which I love to bits.”

- Suzanne



James is well equipped for success.

James was diagnosed with retinitis pigmentosa in 1990. After more than 20 years of coping with the condition, his vision significantly deteriorated in 2016.

This made it difficult to get a job but Vision Australia's support has changed his life for the better.

“We are grateful to Vision Australia's employment services because the fact that James is able to keep working for us makes our lives a lot easier.”

- James' employer

Free clinical aids sent directly to you



A range of free patient material is available. Just select your items and fill in your delivery details.

Simulation glasses

These allow sighted people to understand vision impairment by simulating the limitations of five common eye conditions.

Disposable occluders

These COVID-safe, single use occluders are for basic eye examinations in-situ.

Ready to order?
Scan the QR code



More products available online at visionaustralia.org or call 1300 84 74 66.

Referral online is quick and easy
visionaustralia.org

Your partners in the circle of care



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The result.

Vision Australia's B2B portfolio is now its most important driver of business growth continuing to deliver double digit revenue increases.

Client	Vision Australia
Product	NDIS/products and services for low vision Australians
Audience	Blind and low vision health care professionals
Channels	Print, digital, eDM, Direct mail.
Deliverables	Creative for professional press, digital display, collateral
From brief to live	2 months
Performance	Ongoing double digit growth in referrals from ophthalmologists and optometrists.



**For the wellbeing of
your patients, refer them
to Vision Australia.**

Find out more



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