



Improved service due to retinal camera leads to increase in turnover

Professional and service-oriented. For entrepreneur Ben Leijs, these are the core concepts of his company – Pearle Opticians. It is partially due to the Canon CR-2 AF Retinal Camera that his turnover is increasing by three to four percent each year.

The Challenge

Four international branded chains of opticians compete with each other in a pleasant, covered shopping mall in Utrecht, The Netherlands. Pearle is clearly the most successful of these. One of the reasons for this is that Ben Leijs' Pearle is the only branch that is a franchise, and the entrepreneur makes maximum use of this as it means he is able to make investment decisions independently. His is the only optician's shop in the shopping mall that can grind lenses on the spot, which means the client is helped better and more quickly. Leijs used to do retinal examinations with a classical ophthalmoscope, and if he suspected pathology, he referred his clients to an ophthalmologist. This increased costs and was less client-friendly. It also meant that he wasn't always sure if the clients would come back to him to buy their spectacles.

The Solution

When Canon loaned him the Canon CR-2 AF Retinal Camera for a week's free trial, Ben Leijs didn't hesitate. "The added benefit was so big that I immediately decided to buy the camera," he says. In contrast with the classical ophthalmoscope, which is only able to show one small part of the eye at a time, the camera is able to visualise the entire retina. In addition, the camera saves the images it takes so that the diagnosis can be made at a more convenient time. If

necessary, ophthalmologists are able to examine the images remotely. "When I was only using an ophthalmoscope, I used to refer about ten people a week to the hospital. But thanks to my retinal camera that number has dropped to two or three", he explains. "Now I can sell spectacles straight away to those people I used to refer to hospital." Thanks to the camera, Leijs's turnover is increasing by three to four percent each year.

About Ben Leijs' business

In 1990, at the age of 24, Ben Leijs started out in his Pearle optician's business. He now owns the shop premises and has opened a second branch elsewhere in the city. It is thanks to his successful entrepreneurship that Ben Leijs has been able to invest in better qualified – and therefore more expensive – staff. He now employs five qualified staff, all of whom can work with the Canon CR-2 AF retinal camera. In general, his competitors only have one qualified member of staff in the shop who is able to do this. Leijs exceeds that number by a factor of five! His staff are encouraged to regularly attend professional sales and communication training sessions.

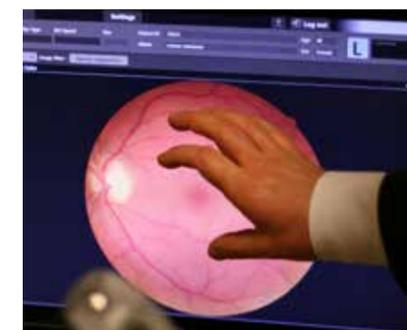


"The added benefit was so big that I immediately decided to buy the camera"

The Product

Due to its extremely compact size, the Canon CR-2 AF retinal camera easily fits into an optician's examination room, which is often rather small. An important part of the camera is the system's autofocus and autoshot with a 20 mega-pixel Canon EOS camera. The high-resolution image means even the tiniest details in the eye can be visualised. The advanced Canon Opacity Suppression software automatically filters out any opacity that may be present in the lens. This means that potential abnormalities such as macular degeneration or diabetes-related retinopathy will always be clearly visualised. Pearle entrepreneur Ben

Leijs: "Service, maintenance and updates are all part of Canon's service, and they are even offered proactively. For example, Canon has developed an information folder about the retinal camera especially for my clients. That makes Canon unique in this line of business."



Why should I invest in a Canon retinal camera?

1. What are its advantages?

This camera enables an optician to carry out a comprehensive retinal examination which improves the image of the business, guarantees recommendation by word of mouth and results in a higher turnover.

2. I'm not a doctor, why do I need it?

An optometrist too can work very well with the images from this camera. Due to its special third party screening software, the images are automatically analysed to discover any abnormalities. In the event of doubt, the stored images can be sent remotely to an ophthalmologist.

3. What does it cost, and what can it deliver?

The investment will have paid itself off in five years. Every screening delivers money. Clients are happy to pay between 15 and 25 Euro each time. In addition, the profit is correlated with client satisfaction, client loyalty and higher sales turnover.

4. Will it take up a lot of space?

A Canon retinal camera easily fits into the smallest examination room in the shop, even if there is other equipment in there. The free trial period will prove this.



CR-2 AF
Extremely compact and
lightweight (just 15 kg)
camera: suitable for
mobile use.



CR-2 PLUS AF
Non-Mydriatic camera
with additional fundus
autofluorescence (FAF)
capability.

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