Online Promotional Tools

Welcome to the MacuLogix® family! As your partner in practice, we have developed a set of tools to help promote your clinic. Think of this as your own personal cheat sheet to help your practice stand out as an AMD Center of Excellence,® while educating your patients on AMD and the importance of dark adaptation testing.

Contents

For additional information or original images, email info@maculogix.com.

Website Copy

Adding content to your website is simple with the educational copy provided below. We've written general education content about AMD that would fit nicely into the patient education section of your website, and copy about dark adaptation testing that can supplement your services section. Choose what works for you and the navigation of your website to further support the growth of your AMD practice.

About Dark Adaptation

People with age-related macular degeneration (AMD) often do not know they have the disease during its early stages. They may dismiss early warning signs, like trouble seeing at night, as part of the normal aging process. Ignoring these symptoms only delays diagnosis, which can lead to more vision loss.

We are offering a new test that helps us diagnose AMD at a very early stage and monitor disease progression. If you are experiencing problems seeing at night, or it is becoming increasing difficult to read in dim light, talk to us about scheduling an AdaptDx [adapt-dee-ex] Pro test.

AdaptDx Pro Dark Adaptometer

The AdaptDx Pro® aids in the detection and management of AMD. It measures the time it takes for your vision to adjust to the darkness, your dark adaptation speed. The test takes only about 10 minutes. You'll wear a headset and press a button every time you see a flashing light. You'll be coached by the friendly voice of Theia™, our on-board technician. Powered by artificial intelligence, Theia guides you through each step and lets you know how you are doing. Once the test is completed, your doctor will review the results with you.

What is RI?

The result of the test is your Rod Intercept® (RI®), the time it takes for the eye to adjust from bright light to darkness. When you take the AdaptDx Pro test, the device calculates your RI number and provides your doctor with critical information to help determine whether or not you have AMD.

Is the AdaptDx Pro test covered by insurance?

We may be able to bill the test to your insurance provider if there is a medical diagnosis related to AMD or you are experiencing trouble seeing in dim or dark environments. If not, the AdaptDx Pro test may require a modest out-of-pocket charge.

What should I expect during the test?

Watch this video that shows you exactly what to expect during the test: https://www.youtube.com/watch?v=UezmLSbBHHM

Age-Related Macular Degneration

Age-related macular degeneration or AMD is the leading cause of adult blindness in developed countries and affects nearly 1 in 8 adults over the age of 60. This chronic, progressive disease attacks the macula, a part of the retina that allows us to see objects located straight ahead of us. The macula is responsible for your central vision, which allows you to do things like recognize faces, read, and watch TV.

Normal Vision   Vision with AMD

Stages of Age-Related Macular Degeneration

As a progressive disease, AMD reveals itself in stages.

- **Subclinical AMD**
  This the earliest detectable stage of age-related macular degeneration. The first warning sign is trouble seeing at night. Many people blame poor night vision on the normal aging process and don't report the symptom to their doctor. Don't make that mistake. If you begin having difficulty reading in dim light or adjusting to seeing in the dark, let us know. Identifying AMD at this point is critical to proactively manage the disease.

- **Early to Intermediate AMD**
  Before we learned that dark adaptation is the first symptom of AMD, eye care professionals relied on identifying the disease during the early or intermediate stages by identifying drusen – yellow fatty deposits under your retina – which are physical indicators.

- **Advanced AMD**
  Patients notice central vision blurriness as the disease advances. The transition from early-stage to late-stage AMD happens rapidly. If left untreated, it can lead to legal blindness in as little as six months. While treatment options can slow the progression of late AMD, nothing can reverse the damage already done.

AMD Symptoms and Risk Factors

The earliest symptom of AMD is impaired dark adaptation, which may cause difficulty seeing at night. As the disease progresses, symptoms may include distortion of straight lines or dark and blurry central vision.

There are several factors that may increase your risk, including:
- Age 50 or older
- Family history of AMD
- Caucasian (white)
- Smoker or past smoker
- Overweight
- Heart disease, high blood pressure, or high cholesterol

Age is the biggest risk factor. In fact, 1 in 8 adults over the age of 60 have age-related macular degeneration (AMD). If you are experiencing a symptom of AMD or have multiple risk factors, let us know and we may test your eyes with the AdaptDx Pro.

What happens if AMD is detected?

If you are diagnosed with AMD, we have valuable time to develop a plan to delay further symptoms.

Proactive steps to delay or prevent vision loss include:
- Lifestyle changes, such as improved diet and exercise
- Smoking cessation
- Eye health supplements
- Blue light protection
- UVA and UVB protection

We will also want to monitor your vision regularly. It is very important to follow up with testing as indicated, so we may promptly intervene should complications occur. If needed, you'll be able to begin additional treatment as soon as late-stage AMD is detected.

Social Media Posts

Social media can be a great way to advertise and promote AMD testing with AdaptDx Pro. It's a great way to also promote your practice while connecting with a wider community. Here are a few social media post ideas to get you started. You can download the images on AMD Academy or by clicking on this direct download link.

Age-related macular degeneration (AMD) is more common than you think. One in eight adults age 60 and over develops AMD and might lose their vision.

Make an appointment with us to get tested. #AMDawareness

Age-related macular degeneration (AMD) is the leading cause of blindness in adults. When caught early, vision loss could be prevented.

Make an appointment with us to get tested for AMD. #AMDawareness

Did you know age-related macular degeneration (AMD) is more common than glaucoma?

Get tested to detect AMD early, before it takes its toll on your vision. Call us at (insert phone number) to make an appointment. #AMDawareness

Trouble seeing at night is the first sign of age-related macular degeneration (AMD).

Make an appointment with us to get tested if you are experiencing difficulty seeing at night or have multiple risk factors:

- Age 50 or older
- Family history
- Smoker or past smoker
- Caucasian
- Being overweight
- Heart disease, high blood pressure or high cholesterol

Other ideas for posts:

- If night vision is becoming a problem, you should contact us about a new, simple test that could help preserve your eyesight. #vision #AMD

- We are the first to offer a simple in-office test for the earliest signs of age-related macular degeneration. #vision #AMD

- How long does it take your vision to adapt from bright light to darkness? We can tell you – and why it matters! #vision #AMD #eyehealth

- Did you know the AdaptDx Pro test is the only way to measure dark adaptation speed, to help identify the earliest signs of age-related macular degeneration? #eyehealth #vision

- A simple test in our office can measure dark adaptation speed, to help identify age-related macular degeneration – before it causes vision loss. #eyehealth

- Over 50? Visit us to learn about other risk factors for #AMD and how to detect it before it affects your sight. #vision #eyehealth

- Find out if you have early-stage #AMD with a simple test in our office. Together, we'll protect your vision! #eyehealth

Videos

Educational videos on AMD are a great way to empower your patients and motivate them to be proactive about their macular health. You can add these videos to your website, post them on social media, or play them in your waiting room. You may access the videos via the link provided.

VIDEO: AMD Warning Signs

URL: https://youtu.be/G2qRw6ineeo

Video Description:
Are you having problems seeing at night? This could be the first warning sign of early stages of age-related macular degeneration. Ask your doctor to test your dark adaptation, the time it takes your eyes to adjust from bright light to darkness, using AdaptDx Pro.

VIDEO: What to Expect During an AdaptDx Pro Test

URL: https://youtu.be/UezmLSbBHHM

Video Description:
Learn about the AdaptDx Pro and what you can expect from the experience.

VIDEO: About AMD, its risk factors, and first symptoms

URL: https://www.youtube.com/watch?v=ISSTrBl6JIU

Video Description:
Trouble seeing at night is the first symptom of age-related macular degeneration (AMD), a progressive disease that affects your central vision, and is the leading cause of adult blindness in the developed world. This video has no sound, making it the perfect visual to put on the screen in your waiting room. This way, patients can be informed about AMD without disturbing others in the waiting room.

Images

Using images on your website can be a great way to capture your patient's attention and add value to your content. For additional information or original images, click on this link to [AMD Academy](#) or by clicking this [download link](#).
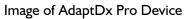
Image of AdaptDx Pro Device

Image of AdaptDx Pro with Technician and Patient

Image of Doctor and Patient

Logos

When using the MacuLogix® or AdaptDx Pro® logos, please be sure to use the following guidelines for effective and consistent usage. You can download the images on AMD Academy or by clicking on this direct download link.

- The minimum size for all logos is .375" high measured from the bottom of the logo to the top.
- The clear space around the logo should be at least half the height of the logo.
- The color logo can be used on white backgrounds, while the white or black formats are used on colored or textured backgrounds.

AdaptDx Pro Logo Color

AdaptDx Pro Guided by Theia Logo Color

MacuLogix Logo Color

AdaptDx Pro Logo Black

AdaptDx Pro Guided by Theia Logo Black

MacuLogix Logo Black

AdaptDx Pro Logo White

AdaptDx Pro Guided by Theia Logo Black

MacuLogix Logo White