



TearLab[®]

OSMOLARITY SYSTEM

Web and Social Media Guide for TearLab Customers

Your practice website and social media channels are effective ways to reach your patients. In this guide, we describe ways you may consider communicating with your patients through these channels to discuss tear osmolarity and the availability of the TearLab Osmolarity System in your office.





Sharing Information on Your Practice Website

IS THERE A SECTION OF YOUR WEBSITE THAT EDUCATES PATIENTS ABOUT THE SERVICES YOU PROVIDE?

If not, then talk with your web developer about adding this valuable information to your website!

If so, then follow the steps below to add information about the TearLab Osmolarity System to your website.

- 1** Copy the sample wording shown here into an email addressed to your web developer
- 2** If desired, edit the wording to make it work for you
- 3** If space allows, browse the Image Library to choose among various options to include on your website
- 4** Send the email to your web developer with the wording and images you want to use



Click to
access the
IMAGE LIBRARY

Sample Website Wording

The TearLab Osmolarity Testing System provides a rapid laboratory-style test for dry eye disease that can be done right in our office. This test provides precise and objective data on tear osmolarity that empowers us to diagnose the severity of your dry eye condition and track how well treatment is working for you over time. This test can also be used to rule out dry eye as a cause of your symptoms and guide us to look at other causes. Dry eye disease or other problems with the tears can often go undiagnosed, in part because patients do not always notice or recognize the symptoms.(1-3)

When symptoms are not enough, osmolarity testing is a valuable tool. The TearLab Osmolarity Test has been used in over 20 million eyes over the past decade. When osmolarity is too high, the tears have too much salt content (called hyper-osmolarity) and may cause damage to the surface of the eye and impact sight. Hyper-osmolarity can interfere with your ability to wear contact lenses comfortably.(4) In addition, hyper-osmolarity can interfere with accurate planning for cataract or refractive surgery and dry eye symptoms can also worsen after surgery if not properly managed.(4-5) In fact, assessment of tear osmolarity is recommended as an Essential Test by the American Academy for Cataract and Refractive Surgeons for patients planning for cataract or refractive surgery.(5)

Together with other clinical tests, the TearLab Osmolarity Test can help us diagnose dry eye, assess response to therapy, and know when your tear film is ready for surgery or use of contact lenses.

1. Rolando M, et al. *Int Ophthalmol*. 2018;38:875-895.
 2. Farrand KF, et al. *Am J Ophthalmol*. 2017;182:90-98.
 3. Trattler WB, et al. *Clin Ophthalmol*. 2017 Aug 7;11:1423-1430.
 4. Akpek EK, et al. *Ophthalmology*. 2019;126(1):P286-P334.
 5. Starr CE, et al. *J Cataract Refract Surg*. 2019 May;45(5):669-684.

Image Library for Web Use

Various Product Images Are Available

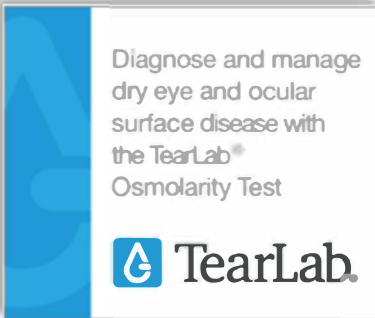
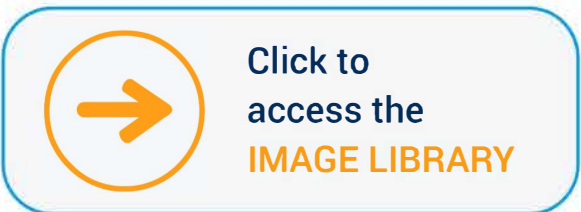
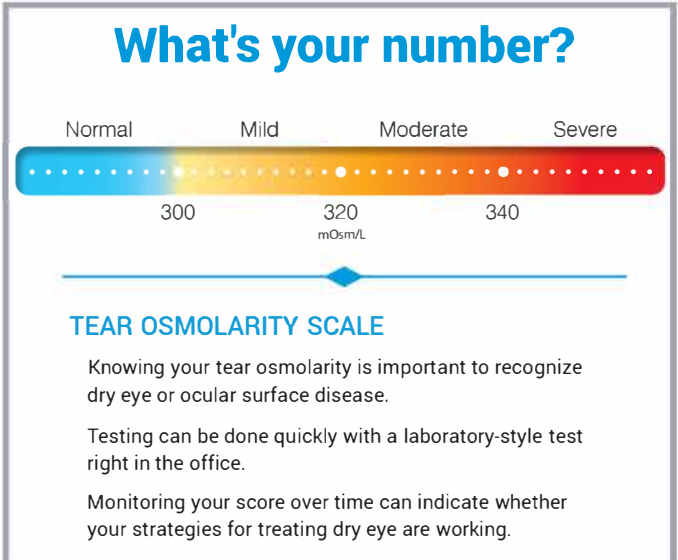


Image Showing The Testing Process



Image of The Osmolarity Rating Scale



Sharing Information on Social Media

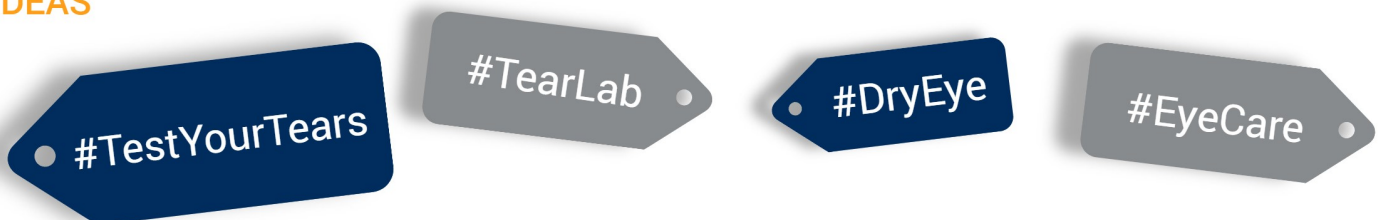
DOES YOUR PRACTICE LEVERAGE SOCIAL MEDIA CHANNELS TO COMMUNICATE WITH PATIENTS?

If your practice does not have dedicated social media accounts, consider establishing accounts to open up a new way of engaging with your patients. If you do have social media accounts to use, then consider the recommendations found here for topics and resources for future posts.

- 1 Review the sample Social Media content and choose your first topic to post
- 2 If desired, edit the wording to make it work for you
- 3 Choose among the recommended images or videos to include in your post (find the latest set of assets in the **IMAGE LIBRARY**)
- 4 Log in to your social media account, paste the words you've edited and attach the image or video selected
 - Optional*
 - Add a relevant hashtag
 - Include a link to your practice website
- 5 Click "POST" and your content will become live



HASHTAG IDEAS



Samples of Social Media Posts

Sample Post #1

Announce the availability of the TearLab Osmolarity System in your office

Now Available!

We at [insert practice name] are proud to announce that we now offer our patients tear osmolarity testing with the TearLab® Osmolarity Testing System, a rapid and advanced laboratory test for dry eye that can be done right in our office. This test provides precise and objective data on tear osmolarity that empowers us to diagnose the severity of your dry eye condition and assess your response to therapy, know when your tear film is ready for surgery or use of contact lenses, and possibly rule out dry eye as a cause of your symptoms altogether. Contact us to discuss if you should consider testing.

[URL]

[hashtags]



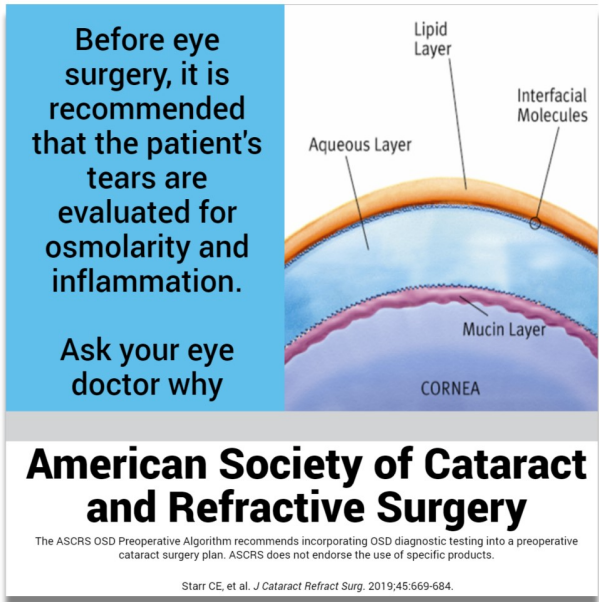
Sample Post #2:

Share the importance of pre-operative tear osmolarity testing

Tear osmolarity testing is an essential step in preparing for your cataract or refractive surgery. We want to work with our patients to set them up for surgical success. We can test your tears and work to restore your tear film to best prepare you for surgery. It is been shown that about 80% of cataract patients have evidence of an unhealthy tear film, even though they had no noticeable symptoms. We use the TearLab® Osmolarity Testing System to detect and manage any problems with tear quality, monitoring along the way throughout treatment until we know your tear film is ready for surgery.

[URL]

[hashtags]



Samples of Social Media Posts

Sample Post #3

Explain use of tear osmolarity testing to support the diagnostic process

Think you have dry eye? What most of us think of when we hear “dry eye” can reflect many different clinical conditions. Knowing which condition is causing your symptoms helps us to plan appropriate treatment. We offer the TearLab® Osmolarity Test, which measures your tears in an advanced way that helps us to diagnose whether you have dry eye or another condition. Some conditions may have overlapping symptoms, but when osmolarity testing is used with the rest of our assessment of your eyes, we can be sure we set you on the right treatment path.



<https://www.youtube.com/watch?v=7roXAdaEraA>

[URL]

[hashtags]

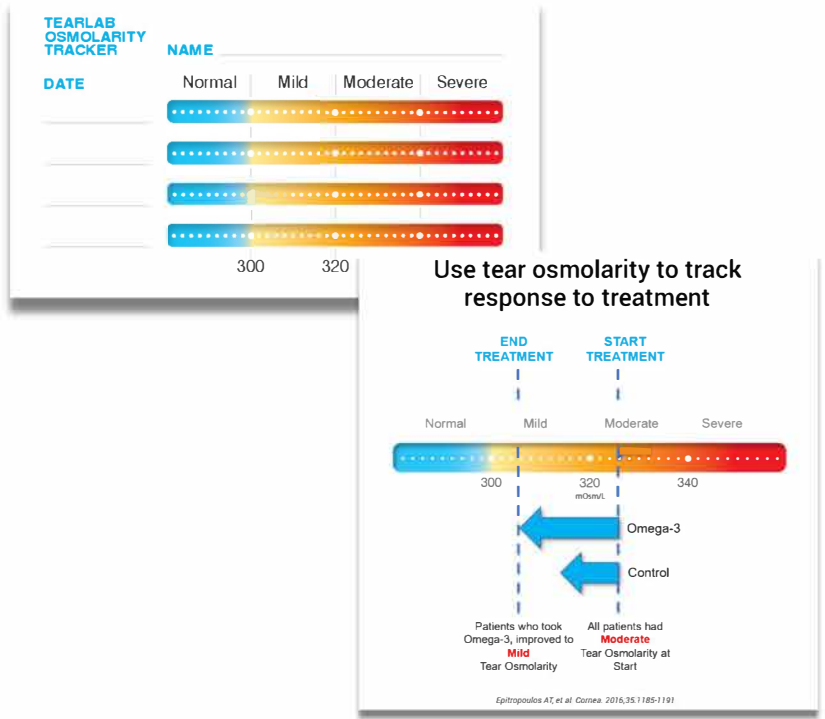
Sample Post #4:

Teach your patients about tracking osmolarity to monitor treatment response

Do you wish you knew if your dry eye treatment is making a difference? We offer the TearLab® Osmolarity Test, which gives you a precise measure of your tear osmolarity. This test is quickly and easily done in the office; we can measure your osmolarity to confirm your diagnosis, and then continue to check your osmolarity from time to time. If your numbers are going down, then what you are doing is working. Contact us to learn how to get started.

[URL]

[hashtags]



Samples of Social Media Posts

Sample Post #5

Build your own video library to communicate directly with your patients

We here at [insert practice name] have been excited about adding TearLab Osmolarity Testing into our work-up for our patients.

Add to the post by choosing from the following statement based upon the video asset to be utilized:

Listen to Dr. [insert name] discuss why we felt it was so important to introduce this test offering for our patients.

Listen to Dr. [insert name] share his/her experience with the TearLab Osmolarity Testing System.

Listen to Dr. [insert name] talk about the types of patients who may most benefit from tear osmolarity testing.

[URL]

[hashtags]

Customer-Developed Video Library

You can self-record videos using a web camera to speak directly to your patients to convey anything you would like about your experience, services, etc.

Some example topics related to TearLab are provided below:

Reasoning for bringing TearLab into your office

Experience with TearLab in your patients

Explanation of situations in which tear osmolarity testing is clinically useful



The samples in this guide are intended to get you started with sharing information on your website or social media channels about tear osmolarity. We hope you will also use the information as inspiration to develop your own ways to communicate with your patients through social media. Patient engagement through web and social media channels is an increasingly important strategy to share your expertise and services with new and existing patients.