

## TOM Tool Discontinuation Frequently Asked Questions

### **When is the TOM tool closing?**

The closing date is August 31, 2014 at midnight pacific standard time.

### **Why is Transitions Optical discontinuing the TOM tool?**

As a company, we are shifting our focus to work more closely with our lens manufacturing partners to help them maximize their reach in working with their lab and eyecare professional customers.

To that end, our lens manufacturing partners will become the primary conduit to the eyecare professional. Many of the programs currently offered will eventually be handled through our partner's organizations.

We are continuing to invest in consumer advertising and brand building efforts because we believe it benefits all levels of the distribution channel. By helping consumers think more about their eyewear options, we are creating more interest in lenses, allowing us all to grow.

### **Will something like the TOM tool be available from Transitions in the future?**

No. At this time, Transitions Optical does not have plans for an online marketing tool for ECPs.

### **What if I create and order something on August 31? Will I still get it?**

Yes. All materials created on August 31, 2014 - up to the TOM tool closing time - will be processed in the normal way. They will go through the approval review and if approved will be printed and delivered.

### **How many free postcards can I order before the TOM tool closes?**

As always, the maximum quantity is 500 free postcards every 30 days.

The quantity limit of 500 postcards for free printing through the TOM site was determined by considering the number of patients that a practice would need to reach by utilizing direct mail or other distribution channels.

We do offer a direct ship option. You upload your mailing list to the printer, pay the postage (we still cover the cost of printing) and the print house will make your labels and mail the cards for you. With this option you can order up to 2500 cards per month.

### **Will all the templates be available up to August 31, 2014?**

Yes, all templates will still be available through August 31, 2014.

### **What happens to "My Stuff"?**

Documents you created and approved ordered documents will continue to be available in "My Stuff" until August 31, 2014.

### **Will I be able to download the documents I created so I can have them myself?**

Yes. You can download any approved documents through August 31. To do so, go to your My Docs page, and right click the "View" link under the File column. Then select "Save Link/Target As" and choose the location on your hard drive to save the PDF document.

### **After August 31, 2014 can I use the TOM printer - Quality Printing - to print my documents if I wish?**

Yes. However the printing would be done at normal rates. You can contact Quality Printing directly for a quote at 800-771-1142 or [www.quality-printing.com](http://www.quality-printing.com).

### **What if I have more questions?**

If you have question or need more information, please contact Transitions Customer Service at 1-800-848-1506 (option 3) or email [customerservice@transitions.com](mailto:customerservice@transitions.com).

You may also contact the Help desk for the TOM tool at [support@pica9.com](mailto:support@pica9.com) or call the Help desk at 1-866-215-3833 from 9 AM - 8 PM EST Monday through Friday