

TouchPoint

Your connection to customer care

Winter 2005

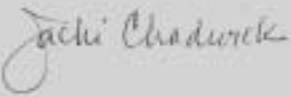
Welcome

It is my privilege to introduce the inaugural issue of *TouchPoint* — a new Carl Zeiss Meditec Customer Care newsletter with a focus on improving the customers' experience with our people, processes, and products. *TouchPoint* will appear as an insert to *Spectrum*.

Through *TouchPoint* we will share information with the users of our products and help them realize our products' greatest potential. The Call to Action section will focus on suggestions and tips from our customers. At Carl Zeiss Meditec, we believe that "knowledge is power".

I look forward to sharing future issues of *TouchPoint* with you. Together with *Spectrum*, I hope you will stay better connected with Carl Zeiss Meditec.

Sincerely,



Jacki Chadwick
Senior Manager, Customer Care Marketing & Sales

Users' Forum

The Carl Zeiss Meditec Users' Forum is dedicated to sharing information among the individuals who use our equipment.

For our next issue: How do you remember to run back-ups on your equipment? Share your most creative and practical tips to be published in our next issue.

Tips for using our products or questions for our experts may be submitted by email to d.choplin@meditec.zeiss.com or by mail to Carl Zeiss Meditec, Attn: Customer Care Marketing Specialist.

Touchpoint edited by Danielle Choplin

Customer Care Solution Center Coming in December

Knowledge is power. That simple fact was the impetus behind the creation of the Customer Care Solution Center (CCSC). Slated for a December 2005 opening, the CCSC will offer "no waiting" online product information and support. "CCSC is an integral part of our multiple channel approach to customer care," said CCSC project team member, Carl Gagnon. "It's intended to augment traditional customer service rather than replace it."

Online shopping, customer training, biomedical training, trouble-shooting and documentation are just some of the general information "wells" that will be accessible through the CCSC. More specific, detailed information is provided using the sophisticated "expert knowledge" search engine.

"The CCSC also provides users with direct access to customer service to benefit those seeking information during off hours such as evenings and weekends. Answers could be available via email as early as the next morning or business day," said Gagnon. Another useful feature is the feedback option which serves as an electronic suggestion box, directing site improvement ideas to the customer care team.

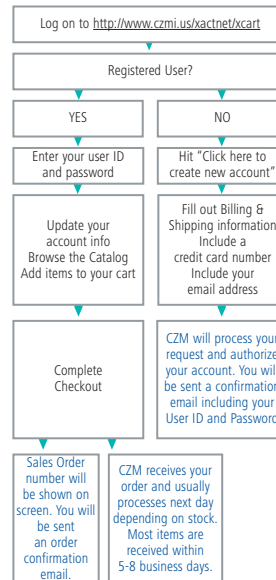
Once opened, the CCSC can be accessed at www.meditec.zeiss.com, click on Customer Care.

Order Supplies Online 24/7 with E-Order

With E-Order, you can order supplies for your Carl Zeiss Meditec equipment any time of the day and night. That means you can order supplies as soon as you need them and get on with your day. E-Order also gives you the convenience of tracking orders on-line so you can remember what you ordered and re-order with ease.

For more information on using E-Order, click on the "HELP" button on the bottom right hand corner of the site at any time. You can also call CZM Customer Service at 877-486-7473.

How to use E-Order



Policy Updates

Loaner Return

To streamline the loaner process for Matrix and FDT repairs, Carl Zeiss Meditec has instituted the following Loaner Terms and Conditions:

Ship the loaner back to Welch Allyn within 3 days of receiving your repaired instrument. Use the same shipping box in which you received your repaired instrument. To avoid a daily late fee of \$10, the loaner must be on route back to Welch Allyn by the 4th business day.

Please inspect and use your repaired instrument immediately upon receipt from the Welch Allyn Repair Center. If you have any further questions or concerns, please contact Carl Zeiss Meditec Customer Service (877-486-7473) within the first few days of receiving your repaired instrument.

Remote Support

Starting January 2006, CZM customers who currently do not have a Service Agreement or manufacturer's warranty that covers remote technical support, may choose to purchase a Service Agreement that covers unlimited remote tech support, or purchase remote tech support on an as-needed-basis for \$50 per event for an uncovered product. This new offering is intended to provide CZM customers with a cost-effective service plan that is most appropriate for their needs.



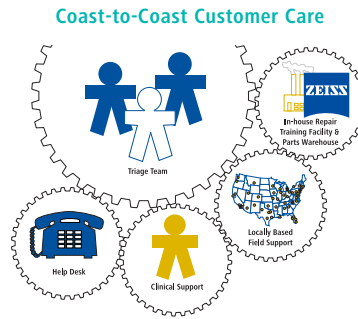
CARL ZEISS MEDITEC

Service Agreements

When your Carl Zeiss Meditec instrument needs service you can only provide limited care to your patients. That's why the Customer Care Group suggests you purchase a Carl Zeiss Meditec Service Agreement — it makes good business sense for several reasons:

- Freedom to diagnose and treat patients with confidence
- Uninterrupted patient care and revenue stream
- Increased instrument "uptime"
- Control over business expenses

Contact a Customer Care representative today to learn more, at 877-486-7473.



Tech Tips

Keep your HFA bowl clean

Use a soft damp cloth to wipe dust out of the bowl. Do not rub on the inside of the bowl, as this will create a shiny spot that will affect the test results. If there are ink spots in the bowl, isopropyl alcohol and a cotton swab can be used to remove them.

Get high focus scores with your GDx

Check the refraction setting for the patient. The GDx uses the refractive information to set the best focus for scanning the eye.

Make accurate Lens Analyzer measurements

Remove the read head and clean the read head lens. Dust on the read head may be partially blocking the light path. Make sure that the Marker Pens and Lens Clamp are not blocking the light path. If the measurements are still not accurate, contact Carl Zeiss Meditec Customer Service for additional assistance.

Prevent your HARK from freezing

The most important thing that you can do to avoid this is to reduce the amount of static around the instrument.

FAQ in Focus: Back-ups and Archiving for ZEISS Products

Q. Do I need to back up my data?

A. Yes, if you want to have an electronic copy of the patient data.

Q. What is the difference between "Backups" and "Archives"?

A. A Backup is an exact copy of your current data. Backups are used to restore data if it is lost from the hard drive. An Archive is a collection of records that are removed from the hard drive to create more free space.

Q. Can I backup and archive to a Network?

A. Yes. If the system is part of a network, functions such as backups and archiving may be performed to a network drive. Contact your Information Systems Administrator for help in setting up a network drive for backing up your system and archiving.

Current Software Revisions

Our commitment to continually support your products means the software is periodically revised and improved. Use the information below to ensure you are running the latest software version.

Product	Current Rev.	How to check
Stratus OCT™	4.0.x	From the OCT home screen select "help", then "About". You will see the software revision.
HFA	12.6 (HFA II), 3.5 (HFA II-)	Click on the "i" button on the upper left hand side of the screen
GDx™	5.5.0.11	L.D.T./GDx main menu, press the System button located to the right hand side/bottom of the screen. Next window should be the System Options, the fourth line what version is currently installed.
IOLMaster®	3.01 (IOLMaster), 4.0 (IOLxp)	From the Menu select ? > About IOL. The software version is the first entry.
VISUPAC™	4.2	From the main VISUPAC screen, select "info" from the top of the proof sheet page.

Meet Khadijah Miller, Customer Service Rep

Helping customers brings me enormous satisfaction. I try to quickly resolve problems because I know, in situations where I am the customer, that's how I want my problems handled. On my job, whether I'm trouble-shooting customer issues, or fulfilling supply orders, I try to do it efficiently and professionally so the caller can get back to taking care of patients. In my own way, I hope I'm creating a more positive experience for the customer. I'm happy to be part of the CZM Customer Care Team!



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