

**Option 1: Personalize an Academy Patient Education DVD with an on-camera introduction.**

**STEP 1: Choose which title(s) to personalize:**

Understanding AMD

Understanding Cataract Surgery

Understanding Diabetic Retinopathy

Understanding Dry Eye

Understanding Glaucoma

Understanding LASIK with Wavefront

Understanding IOL Options for Cataract Surgery

Waiting Room DVD for the Ophthalmic Practice, Vol. 1

Waiting Room DVD for the Ophthalmic Practice, Vol. 2

**STEP 2: Choose what you would like to do to personalize the video for your practice needs:**

Record an on-camera introduction; have video subtitled in foreign language; record foreign-language voice-over.

**STEP 3: Review your script, then smile! You're on!**

Use our scripts, change them, or use your own. No memorization required—we have a teleprompter.

**Cost per title for adding an on-camera introduction (includes cost of video): \$635**

**Cost per title for adding foreign-language subtitles (includes cost of video): \$445**

**Cost to add English subtitles (closed captioning) to a title: \$175 + cost of video title**

**Option 2: Film an ad or other marketing tool to promote your practice to a wider audience.**

**STEP 1: Write your own script, then give it to us to put into the teleprompter.**

**STEP 2: Review your script, then smile! You're on!**

**Cost to record a segment: \$275 (3 minutes or less)**

**Option 3: Film a public awareness message to educate your community about eye problems.**

**STEP 1: Choose which eye health awareness message to record (or write your own):**

“Get a Baseline Eye Exam by Age 40.”

“People with Diabetes Should Need Strict Blood Sugar Control and Annual Dilated Eye Exams.”

“Prevent Eye Injuries with Protective Eyewear at Home.”

**STEP 2: Review your script, then smile! You're on!**

Use our scripts as they are or change them. Or, write your own. No memorization required—we have a teleprompter.

**Cost to record a health awareness message: \$275 (3 minutes or less)**

**Option 4: Create video for more compelling social networking tools.**

**STEP 1: Write your own script, then give it to us to put into the teleprompter.**

**STEP 2: Review your script, then smile! You're on!**

**Cost to record a segment: \$275 (3 minutes or less)**