

SPECIAL REPORT

Five Essential Reasons

to Get Your
Contact Lenses
from an
Optometrist
& NOT Online



DR. ASHISH CHHITWAL

VISUAL HEALTH DOCTORS OF OPTOMETRY

Introductory Letter from Dr. Ashish Chhitwal



Dear Friend,

Having helped over 50,000 patients since 2006, my team and I at Visual Health Doctors of Optometry have seen and treated a wide variety of visual health issues. Unfortunately, a good number of those patients have come to us after having a negative experience elsewhere. Oftentimes, a patient has fallen victim to an online company promising more than they can deliver.

With something as important as your vision, receiving personalized care you can trust is vital. I put this report together to touch on the importance of choosing an optometrist for your visual health care, especially when it comes to contact lenses.

If you would like to know more about any of the information I've included here, feel free to call my friendly and knowledgeable team at any of our convenient office locations throughout northern Virginia. We are here for you!

To Your Visual Health,

Dr. A. Chhitwal

P.S. When you have finished this report, I invite you to schedule your Visual Health Eye Exam, which includes a comprehensive exam, refraction, binocular vision testing, eye pressure management, and an office tour, by calling any of our office locations listed below.

1

Get State-of-the-Art, Customized Care

After completing a thorough eye exam, an experienced optometrist can offer you customized treatment options and devices that many online companies simply can't. Optometrists such as our doctors at Visual Health Doctors of Optometry undergo extensive education and training in order to offer you the proper vision care. Plus, many attend continuing education courses on a regular basis to stay on top of the latest technological advancements and treatment options.

Customized care from an experienced professional is a crucial element to getting your visual health on track. When you visit an optometrist for your contact lenses, you can be sure you're receiving expert care.



2

Inferior Care Can Cause Permanent Eye Damage

This item is easily the most important reason to avoid online eyecare. Even when online companies appear to offer the same brand of contact lenses at a lower price, the truth is that they are simply not the same as the contacts you'd get from your optometrist.



The reason that online contacts frequently cost less is because their sellers have cut corners to make a profit. Online contact lenses are typically made of inferior materials using outdated technology, and they carry a good chance of not being fitted properly to your eye's unique shape. At best, you'll be stuck with contact lenses that irritate your eye unnecessarily. At worst, poorly made contact lenses can affect the shape of your eye or cause infection, either of which risks damaging your eyesight permanently.

On the other hand, by seeing a reputable optometrist such as our doctors at Visual Health Doctors of Optometry, you can be assured that your contact lenses will be high quality and properly fitted to your eyes with up-to-date technological methods.

3

You Don't Need to Sacrifice Convenience

Convenience is a third major reason why you should always get your contacts from an optometrist. Not only do you receive personalized care from an experienced professional who backs their work, but you also get plenty of convenient options for appointments, treatments, and devices!

For example, most optometry offices offer flexible hours to make it easier for you to give your vision the proper attention. Many offer same-day glasses and contacts, while others will mail them directly to your house! You can enjoy all of these options and more at Visual Health Doctors of Optometry. How's that for convenience?



4

You Can Still Benefit from Competitive Pricing

Many people turn to online contact lens providers, because they think they can get the same product for less money. As discussed in item #2 above, this is simply not the case. When you work with an optometrist who views you as an individual in their care (as opposed to a faceless online consumer), they will be able to help you make your quality contact lenses affordable.



For example, our team at Visual Health Doctors of Optometry is in-network with numerous insurance companies, and we will work closely with your insurance to ensure you get the coverage you deserve. For patients both with and without insurance, we also take extra steps to reduce your out-of-pocket costs, including offers of price matching, manufacturer rebates, and other in-house specials. To learn more about our competitive pricing on contact lenses, visit our website at www.VisualHealthOptometrist.com.

5

Enjoy Great Service Backed by Guarantees

In matters relating to your visual health, seeing an optometrist for a thorough eye exam is a must. Because most optometrists back their work with at least one guarantee, you can rest assured that they're going to go the extra mile to make sure your exam, treatment, and device are exactly what you need.

In the event you're unsatisfied or not getting results, you will have more available options than going with an online company who likely won't accept returns once the product has been opened.



Closing Letter

from Dr. Ashish Chhitwal



Dear Friend,

Our team at Visual Health Doctors of Optometry want you to understand that your vision is vital to your overall health and well-being and should only be trusted to an experienced professional. Choosing contacts lenses based off the convenience of online ordering alone can end up costing you in terms of time, money, and health. When customized service is taken out of the equation, you risk incorrect diagnosis, poor product quality, and the financial burden of being stuck with the wrong contacts.

When you choose Visual Health Doctors of Optometry for your visual health needs, you can count on our optometrists to deliver superior results with the same level of care we would give our own families. We value our patients and back our work with multiple guarantees. If you're ever unsatisfied with any aspect of your experience with us, we'll do what it takes to make it right.

To Your Visual Health,

Dr. A. Chhitwal

P.S. Schedule your Visual Health Eye Exam by calling one of our convenient northern Virginia locations. You can take advantage of our introductory offer for your complete eye exam starting at only \$79, plus receive a \$225 credit towards the purchase of prescription eye glasses.



www.VisualHealthOptometrist.com

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