

# Otto: The Ultimate Contact Lens & Patient Relationship Management Solution

## What is Otto?

Otto is a leading e-commerce and patient relationship management platform designed exclusively for eyecare providers. Trusted by over 650 clinics across North America, Otto helps practices **boost revenue**, **streamline workflows**, and **enhance the patient experience**.

With a fully integrated online store embedded directly into your clinic's website, Otto makes it easier than ever for patients to order contact lenses, eye drops, vitamins, and other OTC products without added administrative burden.

## Smart Contact Lens Ordering & Retention Tools

- ✓ Integrated Ordering
- ✓ Automated Refill Reminders
- ✓ Rx Expiry Notices
- ✓ Two-Click Reorders
- ✓ Smart Lens Quotes
- ✓ Subscription Options

## Why Clinics Love Otto

**Saves Staff Time** – Say goodbye to manual order management and patient follow-ups.

**Captures More Sales** – Proactively engages patients at the right time, reducing lost revenue to online retailers.

**Enhances Patient Loyalty** – Patients enjoy a seamless ordering experience with your branding front and center.

