

IT'S ALL ABOUT THE EYES

KIWI HEALTHCARE VALUES

Kiwis think the **most** important things in their life are their families and good health



THOSE
AGED 50+
place the highest
value on health



74% OF KIWIS

value their health more than their
career, friends and financial security



TECHNOLOGY LEADING THE WAY



Despite not being able to fly, we Kiwis are an optimistic bunch. Of those who are optimistic about the future, 74% state the main reason for their positive outlook is better healthcare.



**93%
OF PEOPLE**

agree that technological
advancements in healthcare have
improved the accuracy of diagnoses

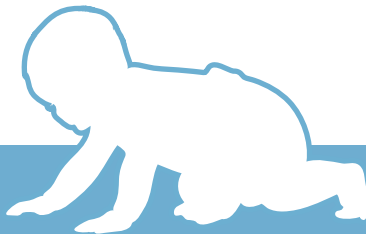
A FURTHER 46%

believe that with every technological step forward
healthcare will continue to only get better



KEEPING AN EYE ON THE FUTURE

94% of Kiwis believe that being able to see
with the eyes you were born with is crucial



**BUT THAT DOESN'T MEAN YOUR OWN
EYES CAN'T BE ENHANCED**



With all the technological changes in health likely to
occur in the next 80 years, Kiwis most want to see
bionic eyes – so they never go blind or lose clarity



According to 41% of people who wear glasses, the
most desirable consumer product would be glasses
that let you see in the dark

THE FUTURE OF VISION

It's not bionics yet but OPSM's Accufit is the next step
in service technology. Head into your local OPSM
store to see for yourself.

Better frames Better lenses Better fit