

HOW HOOT WORKS FOR INMODE

From MGD Discovery to *Treatment Sign-Up*

1 MGD Discovery & Patient Enrollment

IN THE CLINIC

- Doctor identifies MGD during exam
- Hands patient the dry eye handout
- Enrolls patient into Hoot in <60 seconds

WHAT HAPPENS NEXT

- Hoot Dry Eyes Education series is activated automatically
- No extra work for staff
- Patient receives first video within 24 hours



2 Physician Videos Dripped to Patient at Home via SMS

Comprehensive Exam

Day 1

SMS

Video Sent

What is Meibomian Gland Dysfunction?

WITH DR. TODD COHAN

Day 3

SMS

Video Sent

Screen Time & Its Impact on Dry Eye Disease

SMS

Video Sent

What if I Do Nothing for My MGD?

WITH DR. TODD COHAN

Day 5

SMS

Video Sent

What to Expect During Your Ocular Surface Exam

WITH DR. TODD COHAN

Day 7

SMS

Video Sent

What is the Forma-1 for Dry Eye Disease?

FT HOOT DRY EYE EDUCATOR | LEAH

SMS

Video Sent

What is Lumeca-1 for Dry Eye Disease?

FT HOOT DRY EYE EDUCATOR | LEAH

AT HOME

Ocular Surface Evaluation



3 Patient Returns Educated & Signs Up for Treatment

- ✓ **Already Informed**
Understands MGD & why treatment matters

- ✓ **Family Is on Board**
Videos watched at home with loved ones

- ✓ **Ready to Say Yes**
Confidently signs up for InMode treatment



“Hoot has made our doctors and staff more confident in presenting our InMode treatments, with patients now coming back primed, informed, and ready to sign up, leading to earlier starts and longer treatment adherence.”

Dr. Mona Patel | InMode User
Optometrist · Bayhead Eye Centre

▶ Watch the Full Testimonial