

## **We can put your course on the web, where it will be seen by thousands of optical professionals each month!**

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***Quantum Optical provides solutions to the complex elements involved with developing, promoting and administering your existing live presentation as a successful e-learning program.***

- **Course Design**

Courses that are currently offered as PowerPoint, 35mm slide or video presentations are converted to our digital course format. Common formats include text-based instruction with or without graphics and streaming audio narrative with graphic support. Web broadcasting of live events and streaming video presentations are produced utilizing the latest technologies. We also provide, at your request, downloadable handouts and supporting documents to supplement the participant's optical library. Interactivity within the course is incorporated and is highly recommended. Participants can also have the capability to communicate with you via e-mail directly from the course.

- **Approvals/Credentials**

Our knowledge of the specific continuing education requirements for the various accrediting agencies allows us to submit courses for Internet approval on behalf of your company or organization. Our continuing education provider status ranges from the state board level to national organizations such as the American Board of Opticianry/National Contact Lens Examiners (ABO/NCLE), Joint Commission on Allied Health Personnel in Ophthalmology (JCAHPO), and the Council on Optometric Practitioner Education (COPE).

- **Certificate Issuance**

Upon completion of the test, the viewer will receive immediate score notification and will automatically receive the appropriate continuing education certificate or notice of failure via e-mail. Proprietary technology has been incorporated into the Quantum Optical Web CE platform, which has replaced the need for paper certificates. An online alternative, whereas the participant receives their certificate via e-mail and prints it from their home or office has been developed and is accepted by the ABO/NCLE, COPE and other approval agencies.

- **Marketing**

To build awareness of our online CE courses and drive traffic to our site, we have established a network marketing channels, which include trade publications, targeted HTML e-mail advertising and a network of Internet affiliates who promote our CE programs. A financial incentive is offered to online optical or educational web sites that agree to post a link to our site from theirs. Affiliates receive a portion the revenue generated by each visitor who links to our web site from theirs and purchases a Gold or Platinum membership. This system is very effective since the affiliate does not need to devote server space or sacrifice bandwidth to direct their visitors to our online educational resource.

- **Activity Reports**

We provide your company or organization detailed activity report. This report shows the number of tests taken, overall test scores, income generated by the course and revenue sharing calculations. Each test is specially coded to ascertain where the participant gained access. This tracking method is used to provide a similar report to the affiliate.

