



## Unity Via Victories Frequently Asked Questions

<p><b>What is the Unity® Via Victories Contest?</b></p>	<p>The Unity Via Victories Contest is a contest in which eye care professionals or eye care staff members submit real-life examples of how Unity Via Progressive Lenses have had a positive impact on them or a patient. Qualifying stories will be eligible for one of three prizes. Winners will be ultimately determined by reader voting.</p>
<p><b>What is a Via Victory?</b></p>	<p>A Via Victory is any example of Unity Via Progressive Lenses having a positive impact on one of your patients, or on you as an eye care professional, or practice representative.</p>
<p><b>What are some examples of Via Victories?</b></p>	<ul style="list-style-type: none"> <li>• Being able to fit a long-time non-adapt with Unity Via Progressives, thus enhancing their visual experience</li> <li>• Overcoming frustrating fitting challenges with other progressive lenses</li> <li>• A patient overcoming a difficult visual problem after trying Unity Via Progressives</li> <li>• A patient finally being able to adapt to progressives with a Unity Via design</li> <li>• A practice streamlining or improving its overall experience with Unity Via Progressives</li> </ul>
<p><b>How does the contest work?</b></p>	<ul style="list-style-type: none"> <li>• Submit your written story through the contest entry form. If you choose to attach a file and the file size is too large to send, let us know and we'll be in touch.</li> <li>• Submissions will be reviewed by a panel of judges based on adherence to theme, creativity, and grammar.</li> <li>• Selected submissions will be posted on the Unity Blog on November 1, 2021. You will be notified if your Via Victory is selected.</li> <li>• Readers will vote for their favorite Via Victories through the social media buttons at the bottom of each post. Voting period runs from November 1, 2021 – December 31, 2021.</li> <li>• The three Via Victories with the most social likes (votes) will be declared the winners, and receive the three prizes, with the most liked story receiving the grand prize.</li> </ul>
<p><b>What are the rules and eligibility for the contest?</b></p>	<ul style="list-style-type: none"> <li>• Via Victories must feature Unity® Via Progressive Lenses</li> <li>• Tell your Via Victory, describing the benefit(s) you or your patient(s) experienced with Unity Via Progressives – for example:             <ul style="list-style-type: none"> <li>○ <i>How did they solve a problem for you/your patient?</i></li> <li>○ <i>How did they make life easier/better for you/your patient?</i></li> <li>○ <i>How did they help you/your patient perform better?</i></li> <li>○ <i>What was the “aha” moment you/your patient experienced?</i></li> <li>○ <i>How did they make a positive difference for you/your patient(s)?</i></li> </ul> </li> <li>• Via Victories must be typed and a minimum of 250 words.</li> <li>• Submit your Via Victory using the contest submission form by 11:59 p.m. PDT on September 30, 2021</li> <li>• VSP employees and VSP Global Ambassadors are not eligible to participate</li> </ul>

<b>How will the finalists be selected?</b>	<ul style="list-style-type: none"> <li>• Eligible Via Victories will be reviewed by a panel of judges, with finalists selected using the following criteria. <ul style="list-style-type: none"> <li>○ Overall adherence to the theme</li> <li>○ Creativity</li> <li>○ Grammar</li> </ul> </li> </ul>
<b>How will the winners be determined?</b>	<ul style="list-style-type: none"> <li>• Finalists will be posted on the Unity Blog on November 1, 2021, allowing readers to vote for their favorite Via Victories through social sharing buttons at the bottom of each post.</li> <li>• The 3 Via Victories with the most social shares (votes) will be declared the winners, and receive the three prizes, with the most-shared story receiving the grand prize.</li> </ul>
<b>What are the prizes for the winners?</b>	<ul style="list-style-type: none"> <li>• The grand prize winner will receive \$5,000 (Visa gift card)</li> <li>• The two runners up will each receive \$1,000 (Visa gift card)</li> </ul>
<b>What is the deadline for Via Victory submissions?</b>	Submissions must be received by 11:59 p.m. PDT on September 30, 2021 to be eligible for the contest.
<b>When and where will voting take place?</b>	Finalists will be posted on the Unity Blog on November 1, 2021, allowing readers to vote for their favorite Via Victories through social sharing buttons at the bottom of each post. Voting ends 11:59 p.m. PST on December 31, 2021.
<b>When and how will the winners be notified?</b>	Winners will be notified via the email address provided in their entry form upon conclusion of the contest.
<b>How and when will the winners receive their prize?</b>	Winners will be contacted for their shipping information and their prizes will be sent to them as soon as that information is received.
<b>Will the stories be used in Unity marketing activities?</b>	Yes. By submitting a Via Victory, authors consent to it being used in Unity marketing activities, including but not limited to the Unity Blog, Unity emails, advertising, and the VSP Optics Facebook and LinkedIn Pages.
<b>Are there any exclusions regarding who can submit a Via Victory?</b>	Yes. VSP employees and ambassadors are not eligible to participate in the contest.
<b>Are there any restrictions?</b>	Submissions should not include any Protected Health Information (PHI) or Personal Identifying Information (PII).
<b>Who owns the submissions?</b>	As part of the submission process, you agree to transfer full ownership and all rights to your submission.
<b>I am a healthcare provider or staff, if I receive a payment will it be reported?</b>	As explained in the program terms and conditions, VSP will report payments pursuant to transparency laws and regulations, if/when required.