

Referring now to Figure 3, a flow chart showing exemplary method steps that may be implemented to engage and provide continuous vision care to patients is depicted. At step 301, the population of a particular geographical area may be provided with vision care education. An educational package may include the generated personalized vision care report and suggested products, as well as generic packages for students, athletes, parents, and the like. The package may be represented through any suitable means including paper media, digital media, and seminars/functions.

At step 302, examination may take place through the use of a vision care POD to generate a personalized vision care ID card/report, as described with respect to other parts of the present invention. Additionally, the vision care POD may include a user interphase, such as a touch screen, mouse, voice recognition, and the like to input responses and in some embodiments to generate a user name and password for information to be send electronically through e-mail to the patient, parent, or associated entity.

When vision correction need is identified, the patient may also be sent information regarding the diagnosis and directed to schedule an appointment to see a vision care specialist, for example, an ophthalmologist, using the vision care POD. This appointment may be a web-based scheduling tool coordinated through the a variety of entities with eye care practitioners. During a scheduled vision care appointment occurring at a vision care POD, the following steps may take place. The patient may enter either their ID card or personal vision care ID number and password into the POD. With that information entered, all of the personal vision care profile information along with the results of the preliminary exam relating to that individual is readily available. In addition, the patient may be directed to go through a series of steps in which the machine may collect one or more of a prescription of current glasses if available, a pupil distance measurement, a close up picture of each eye (16-18mm wide field of view) with all parts of eye in focus, a full face

WHAT IS CLAIMED IS:

1. An apparatus for engaging and providing vision correction support comprising:
  - a computer processor in digital communication with a digital media storage device, wherein the digital media storage device stores software code; and
  - a transmitter in logical communication with the processor and also in logical communication with a communication network, wherein the software is executable upon demand and operative with the processor to:
    - receive patient's data;
    - receive data descriptive of a characteristic of a patient's eye;
    - communicate via the communication network with a remotely located eye care practitioner;
    - determine whether vision correction is needed;
    - generate vision correction options;
    - generate and display one or more software generated vision simulations;
    - generate and display one or more software generated simulations of the patient wearing the generated vision correction options.
2. The apparatus of Claim 1, wherein the software is additionally operative with the processor to generate a personalized vision care ID card for the patient.
3. The apparatus of Claim 1, wherein the vision correction determination comprises a vision correction prescription.
4. The apparatus of Claim 1; wherein the software is additionally operative with the processor to transmit the data descriptive of a characteristic of a patient's eye data and the patient's data to a manufacturing apparatus via the communications network.

5. The apparatus of Claim 1, wherein the software is additionally operative with the processor to generate and display simulation data through an user interphase.
6. The apparatus of Claim 5, wherein the simulation displayed comprises a patient's vision without a vision correction option compared to the patient's vision with the vision correction option.
7. The apparatus of Claim 6, wherein the vision correction option is a contact Lens.
8. The apparatus of Claim 5, wherein the simulation displayed comprises a photograph of the patient wearing a vision correction option.
9. The apparatus of Claim 8, wherein the software is additionally operative with the processor to manipulate the patient's photograph to a more realistic representation.
10. The apparatus of Claim 1, wherein the software is additionally operative with the processor to generate a recommendation of the patient's use of one or more products or treatments based on the received measurement(s) and patient's responses.
11. The apparatus of Claim 2, wherein the digital media storage device can store digital data descriptive of vision diagnostic information related to the patient.
12. The apparatus of Claim 11, wherein the digital data descriptive of vision diagnostic information stored can be stored in the personalized vision care ID card.
13. The apparatus of Claim 12, wherein the vision care ID card can be implemented by an entity related to the distribution and control of ophthalmic products.

14. The apparatus of Claim 1, additionally comprising one or more vision measuring tools capable of measuring data descriptive of a patient's eye and in communication with the processor.
15. The apparatus of Claim 1, wherein the one or more vision measuring tools are automated.
16. The apparatus of Claim 15, wherein the one or more vision automated measuring tools are used for a refraction examination.
17. The apparatus of Claim 15, wherein the one or more vision automated measuring tools are used for a wavefront examination.
18. The apparatus of Claim 15, wherein the one or more vision automated measuring tools are used for an eye physiology examination.
19. The apparatus of Claim 15, wherein the one or more vision automated measuring tools are used for an eye topographical examination.

Referring now to Figure 3, a flow chart showing exemplary method steps that may be implemented to engage and provide continuous vision care to patients is depicted. At step 301, the population of a particular geographical area may be provided with vision care education.

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An educational package may include the generated personalized vision care report and suggested products, as well as generic packages for students, athletes, parents, and the like. The package may be represented through any suitable means including paper media, digital media, and seminars/functions.

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At step 302, examination may take place through the use of a vision care POD to generate a personalized vision care ID card/report, as described with respect to other parts of the present invention. Additionally, the vision care POD may include a user interface, such as a touch screen, mouse, voice recognition, and the like to input responses and in some embodiments to generate a user name and password for information to be sent electronically through e-mail to the patient, parent, or associated entity.

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When vision correction need is identified, the patient may also be sent information regarding the diagnosis and directed to schedule an appointment to see a vision care specialist, for example, an ophthalmologist, using the vision care POD. This appointment may be a web-based scheduling tool coordinated through a variety of entities with eye care practitioners. During a scheduled vision care appointment occurring at a vision care POD, the following steps may take place.

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The patient may enter either their ID card or personal vision care ID number and password into the POD. With that information entered, all of the personal vision care profile information along with the results of the preliminary exam relating to that individual is readily available.

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In addition, the patient may be directed to go through a series of steps in which the machine may collect one or more of a prescription of current glasses if available, a pupil distance measurement, a close up picture of each eye (16-18mm wide field of view) with all parts of eye in focus, a full face

## CLAIMS:

1. An apparatus for engaging and providing vision correction support comprising:

a computer processor in digital communication with a digital media storage device, wherein the digital media storage device stores software code; and

a transmitter in logical communication with the processor and also in logical communication with a communication network, wherein the software is executable upon demand and operative with the processor to:

receive patient's data;

receive data descriptive of a characteristic of a patient's eye;

communicate via the communication network with a remotely located eye care practitioner;

determine whether vision correction is needed;

generate vision correction options;

generate and display one or more software generated vision simulations;

generate and display one or more software generated simulations of the patient wearing the generated vision correction options.

2. The apparatus of Claim 1, wherein the software is additionally operative with the processor to generate an updatable personalized vision care ID card for the patient and wherein the digital media storage device and personalized vision care ID card can store digital data descriptive of vision diagnostic information related to the patient.

3. The apparatus of Claim 1, wherein the software is additionally operative with the processor to transmit the data descriptive of a characteristic of a patient's eye data and the patient's data to a manufacturing apparatus via the communications network.
4. The apparatus of Claim 1, wherein the software is additionally operative with the processor to generate and display video simulation data through an user interface.
5. The apparatus of Claim 4, wherein the simulation displayed comprises a patient's vision without a vision correction option compared to the patient's vision with the vision correction option.
6. The apparatus of Claim 1, wherein the software is additionally operative with the processor to generate a recommendation of the patient's use of one or more products or treatments based on the received measurement(s) and patient's responses.
7. The apparatus of Claim 2, wherein the vision care ID card can be implemented by an entity related to the distribution and control of ophthalmic products.
8. The apparatus of Claim 1, wherein the one or more vision measuring tools are used for a refraction examination or a wavefront examination or an eye physiology examination or an eye topographical examination.
9. The apparatus of Claim 2, wherein some or all of the information

stored on the ID card is distributed to eye care practitioners, merchants or manufacturers of vision correction devices.

10. The apparatus of Claim 1, wherein the software is executable upon demand and operative with the processor to communicate via the communication network with a manufacturer of vision correction devices to manufacture the required vision correction device and/or a customer service support facility to e.g. verify information of the patient and product ordered.