

## **Text Messaging – The key to reducing FTAs**

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November 2004 –

Relcon Software have created F.O.C.U.S.<sup>™</sup> practice management suite of software to give practices the opportunity to have the electronic ordering system with Rodenstock SpeedMaster<sup>™</sup>.

Rodenstock is offering a rebate to Practices purchasing the F.O.C.U.S.<sup>™</sup> software which includes the SpeedMaster<sup>™</sup> electronic ordering system. The rebate is calculated on repaying your lease costs based on a commitment to purchase Rodenstock product.

The link also enables appointments, records, dispensing and point of sale details as well as electronic ordering to be processed without having to enter any information more than once.

Rodenstock Sales Director, Freddie Collins, said, "SpeedMaster<sup>™</sup> is a dedicated professional service for practitioners wanting to order Rodenstock products. When we saw that Relcon had developed a working SpeedMaster<sup>™</sup> link, combined with its well received product and excellent reputation for customer service, it made us more than comfortable to endorse its product and to assist practitioners financially with its purchase."

Managing Director of Relcon Software, Al Chetwode, said, "We are very excited by this endorsement, which reinforces our belief that we have a great product to offer to optical businesses of all sizes."

**For further details contact:**

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## **Editor's Notes**

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### **Relcon Software**

Relcon Software Ltd is a software company based in Cardiff, with subsidiary offices in Chipping Norton and York. One of the few companies in this marketplace with an Ophthalmic Optician on the board of directors, it has been supplying the F.O.C.U.S. Practice Management system to selected optical clients since 1998. Major clients include Conlons Opticians of Liverpool; Black and Lizars in Scotland; and numerous independent practices throughout the UK.

For more information, visit Relcon Software on the web at [www.relcon-software.co.uk](http://www.relcon-software.co.uk) , or contact Relcon Software:

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