

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



1

Financial Disclosure Statement

Andrew Bruce provides consulting services for . . .

- VSP Optics/UUniversity
 - Mitsui Chemicals
 - Optical Training Institute
- All relevant relationships have been mitigated
 - He has NO financial interest in any product presented in this course.

2



Only The Best Will Do!
ABO Level I - 1 hour

Andrew S. Bruce, LDO, ABOM, NCLEM, FCLSA

Contact: asbopticianry@gmail.com
Website: www.asbopticianry.com

3

Learning Objectives

Upon completion of this course, the participant should be able to . . .

- Appreciate the importance of providing every patient with *only the best* service, eyewear, delivery, and aftercare
- Understand how every staff member must be on the same page and take pride in representing the practice in the best possible way
- Communicate the benefits of having practice policies in place to facilitate hassle-free resolution when "stuff" happens.

4

Industry Stats



- U.S. eyewear market value for 2023 totaled almost \$66 billion
- 93% of U.S. adults wear some form of eyewear
- ~ 45,000 brick-and-mortar retail locations in U.S
- How do you compete for your piece of the \$66 billion?

Stats taken from the 2023 Market Insights Report The Vision Council January 2024

5

Only The Best . . .

- Service will do!
- Eyewear will do!
- Delivery will do!
- Aftercare will do!



6

Good Examples	BAD Examples
<ul style="list-style-type: none">• Apple• Amazon• Costco• And . . .	Too Numerous To Mention!

7

**Only The Best Service And
Patient Care Will Do!**

8

**What Kind Of Welcome Do Your
Patients Receive?**

THE VISION CENTER AT CASCADE PARK	THE VISION THERAPY INSTITUTE
	

9

The Receptionist's Role

- Sets the practice tone
- Manages patient expectations
- Provides positive "to go" feelings.



10

The Technician's Role

- Explains tests
- Reviews history, questionnaire responses, lifestyle activities
- Briefs doctor on pre-test findings.



11

The Doctor's Role

- Entrusted to manage the patient's eye care and eye health
- Patient should feel a personal connection to doctor
- A positive doctor-patient relationship leads to loyalty, patient retention, and increased referrals.



12

Doctor-Optician Handoff



- Following exam, a vital step to retain patient as eyewear customer
- Doctor and optician can forge the link between the exam and eyewear
- Doctor personally transfers the patient's care to the optician.

13

The Optician's Role



- As the eyewear expert, the optician assumes patient's care
- Reviewing doctor's orders serves to ease patient anxieties
- Recommends personalized eyewear solutions.

14

The Entire Team's Role "The 3 Ps"

- Provide every patient with incomparable service and care
- Promote patient loyalty and long-term retention
- Proudly represent the face of the company.



15

Only The Best Eyewear Will Do!

16

The Optician's Extended Role



- Serve as the patient's trusted advisor
- Educate regarding care, maintenance, adaptation
- Ensure utmost precision, in terms of eyewear fitting, measurements, and fabrication.

17

Lens and Frame Selection



- Discuss lenses prior to selecting frames
- Patients rely on their optician's expert guidance
- Avoid choice overload.

18

Benefits of Premium Frames

- Compliance with ANSI guidelines
- Incorporate premium materials
- State of the art manufacturing processes
- Strict QC standards
- Excellent warranties.



19

Benefits of Premium Lens Designs

- Free-form technology
- Ultimate in precision and customization
- Best visual experience.



20

Benefits of Premium Lens Materials

- Superior optics
- Enhanced clarity
- Superior long-term performance and durability.



21

Benefits of Premium Lens Enhancements

Photochromics, AR Coatings, Polarization



- Enhanced versatility
- Superior performance.

22

Only The Best Delivery Will Do!

23


Eyewear Dispense



- Prior to dispense, all eyewear should undergo an in-house final quality inspection
- Focus on presentation and delivery
- Provide a personalized fitting
- Make it fun! Especially, for pediatric patients.

24

Patient Education



- Adaptation
- Care and maintenance
- Warranty information.

25

**Only The Best
Aftercare Will Do!**

26

**Demonstrate Superior
Aftercare**


- At dispense, encourage patients to return for routine tune-ups and a professional cleaning
- Send a thank you note
- 1 week post dispense, call to see how they're loving their new glasses, especially important in the case of a re-make
- Stay connected, but respect boundaries.

27

What if?

28

What if “Stuff” Happens?



What if . . .

- The patient’s preferred frame is on backorder?
- The lenses don’t pass inspection at the lab, so they’re going to be delayed?
- The eyewear doesn’t pass your final quality inspection?


What’s The Best Way To Handle The Situation?

29

Three Vital Steps

Every employee should *Proudly* represent the face of the company

- **FIRST:** Own it!
- **SECOND:** Apologize for the inconvenience
- **THIRD:** Resolve it!



30

Dealing With The Irate Patient



- Comply with your company policies
- Don't take it personally
- Listen and show you care
- Validate their frustrations
- Talk slowly and softly
- Reassure them that you'll do what you can to make things right.

31

What Can You Do To Stand Out From The Crowd?

- Less rigid with policies (opening times, etc.)
- Go out of your way to open the door for patients
- Recommend the best eyewear solutions, regardless of price
- Demonstrate honesty to earn patient trust
- And . . . I'm sure you can list a string of others.

32

To Take Away . . .

- Be sure to provide every patient with a great experience by offering *only the best* service, eyewear, delivery, and aftercare
- Every staff member must be on the same page and take pride in representing the practice in the best possible way
- If "stuff" happens, practice policies should be in place to facilitate hassle-free resolution by empowering staff members to "take care of the patient"
- Differentiate your practice by always going above and beyond; because, to successfully compete . . .
- **Only The Best Will Do!**

33

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



34

Q & A

35



Andrew S. Bruce
LDO, ABOM, NCLEM, FCLSA

Thank You!

Speaker Contact Information

www.asbopticianry.com
Email: asbopticianry@gmail.com
Follow me on Instagram: @asbopticianry

36