

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.

Financial Disclosure

Minerva Maldonado has no financial interests to disclose

Dispensing without Boundaries

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Dispensing Without Boundaries

This course will explore making an optical dispensary inclusive to all varieties of patients. It will discuss the unique challenges patients face with various impairments when selecting and utilizing eyeglasses. This course includes practical steps opticians can take to ensure they are providing equal access to vision care services.

Course Objectives

- **Expand your patient base** by confidently serving individuals with diverse needs.
- **Enhance patient satisfaction** through customized service and communication strategies.
- **Learn practical strategies** for creating an accessible opticianry practice.
- **Understand the impact of various impairments** on the patient experience.
- **Develop effective communication techniques** for diverse patient populations.
- **Master frame selection and fitting for patients with unique needs.**

Understanding ADA and DEI

Building an Inclusive Opticianry Practice

Define ADA: Americans with Disabilities Act, a civil rights law that prohibits discrimination against individuals with disabilities.

Explain key provisions: Focus on Title III, which applies to public accommodations like opticianry practices.

Define DEI: Diversity, Equity, and Inclusion; a commitment to creating a welcoming environment for all patients.

Connect ADA and DEI: Highlight how ADA compliance contributes to a more inclusive practice.

The importance of cultural competence and unconscious bias training for staff.



What is ADA Title III?

ADA Title III is a section of the Americans with Disabilities Act (ADA) that ensures equal access for individuals with disabilities in places of public accommodation. This includes businesses like: restaurants, stores, doctors offices, hotels, movie theaters, gyms.

Key Provisions of ADA Title III:

Reasonable Accommodations: Businesses must make changes to policies, practices, and procedures to ensure equal access for individuals with disabilities.

Effective Communication: Providing auxiliary aids and services to ensure effective communication with individuals with disabilities.

Removal of Barriers: Businesses must remove architectural and communication barriers that prevent access to goods and services.

Understanding Patient Needs
The Impact of Impairments on Vision Care

- **Visual Impairments:** Low vision, blindness, color blindness, etc.
- **Physical Impairments:** Mobility limitations, dexterity issues, balance problems.
- **Hearing Impairments:** Difficulties communicating or understanding instructions.
- **Cognitive Impairments:** Challenges with decision-making or understanding complex information.
- **Language Barriers:** Communication difficulties due to language differences.
- **Plus, many more**

Creating a Welcoming and Inclusive Atmosphere

Building Trust and Rapport

- Importance of first impressions: significance of a warm and inviting reception area.
- Non-verbal communication: role of body language, facial expressions, and tone of voice in creating a positive environment.
- Active listening importance of truly understanding patient needs and concerns.
- Cultural competency: the value of understanding and respecting diverse cultures.
- Patient education: of providing clear and concise information about services and products.

Effective Communication for All Patients

Building Rapport and Understanding

- Active listening: importance of truly hearing the patient's needs and concerns.
- Clear and concise language: Avoid jargon and technical terms.
- Visual aids: use of diagrams, pictures, or models to enhance understanding.
- Patience and empathy: importance of understanding and responding to patient emotions.
- Cultural sensitivity: Acknowledge the importance of considering cultural differences in communication styles.

Creating a Physically Accessible Opticianry Practice

- Ensuring Comfort and Convenience for All Patients
- Accessible entrances and exits: The importance of ramps, automatic doors, and wide doorways.
- Exam room accessibility: Address the need for adjustable equipment, sufficient space for wheelchairs, and clear pathways.
- Seating options: the importance of comfortable and supportive seating for patients with mobility limitations.
- Restroom accessibility: Emphasize the need for accessible restrooms that comply with ADA standards.

Service Adjustments

- Offering extended appointment times if needed for communication purposes.
- Allowing patients to bring a companion for assistance.
- Flexibility in scheduling appointments to accommodate specific needs.
- Focus on providing "reasonable accommodations" that are effective but not overly burdensome.

Effective Communication for All Patients

- Hearing impairments: Use written materials, face-to-face communication, and assistive listening devices.
- Visual impairments: Provide verbal descriptions of products and services, use tactile demonstrations, and offer large print or digital materials.
- Language barriers: Employ translation services, use simple language, and avoid complex sentence structures.
- Cognitive impairments: Provide information in clear, concise steps, and avoid overwhelming the patient.

Case Study 1: Communication Challenges for Patients with Hearing Loss

- Common communication barriers faced by patients with hearing loss (difficulty understanding speech, frustration, feeling isolated).
- How hearing loss can impact the patient experience in an optical setting (difficulty understanding instructions, concerns about social interactions).

Strategies for Effective Communication

- Clear and concise speech, facing the patient, using visual aids, written materials).
- Discuss the use of assistive listening devices and technology (e.g., hearing aids, captioning, teletypewriters).
- Highlight the importance of patience, active listening, and seeking feedback from the patient.

Accommodations and Technology

Examples:

- Quiet exam rooms, designated waiting areas
- Video conferencing with interpreters, smartphone apps for transcription).
- Importance of ongoing education and training for staff

Frame, Lens, and Adjustment Recommendations

- How to select appropriate frames for patients with hearing loss (lightweight, comfortable, easy to adjust).
- Importance of considering lens materials and coatings that may enhance visibility and reduce glare.
- Emphasize the need for regular adjustments and follow-up care to ensure optimal fit and comfort.

Case Study 2: Patient with Language Barrier

- Communication Challenges for LEP Patients
- Limited English Proficiency (LEP)
- Impact of LEP on the patient experience in an optical setting
- Potential misunderstandings and frustrations for both patient and optician

Effective Communication Strategies

- The importance of clear and simple language
- Discuss the use of visual aids and demonstrations
- Highlight the value of patience and active listening
- Explain the role of professional interpreters or translators
- Encourage the use of bilingual staff if available

Technology and Communication

- Translation apps and software
- Picture communication boards or cards
- Tablets can be used with pre-programmed communication options
- Importance of training staff on using these tools effectively

Frame Selection and Adjustments for LEP Patients

- Allow ample time for the patient to try on different frames
- Use simple words to describe benefits and features
- Demonstrate how to adjust frames for comfort
- Explain the importance of follow-up appointments for adjustments
- Provide written instructions in the patient's primary language

Case Study 3: Patients with Facial Asymmetry

- Common facial asymmetries (e.g., uneven ears, different eye heights, missing facial features, damage to ears or nose, missing tissue)
- How do these asymmetries can impact frame selection and fit?
- Potential difficulties patients may encounter (e.g., discomfort, poor vision, self-consciousness)

Frame Selection Techniques

- Importance of individualized attention
- Use of adjustable nose pads to accommodate varying facial contours
- Explore alternative frame materials (e.g., titanium, flexible materials) for added comfort and flexibility
- Significance of proper frame measurements and adjustments
- Introduce the concept of custom-made frames for extreme cases

Case Study 4: Gender Identity

- Use inclusive language and avoid assumptions about a patient's preferences.
- Focus on individual needs: Help each patient find frames that express their style, regardless of gender norms.

Understanding and Meeting Patient Needs

- Pay close attention to verbal and non-verbal cues to understand patient needs.
- Create a safe space for patients to express their preferences and concerns.
- Offer a variety of frame styles and colors to cater to diverse tastes.

Strategies for Effective Communication

- Use open-ended questions to encourage patients to share their preferences.
- Avoid making assumptions about a patient's gender identity or expression.
- Respect patient pronouns and chosen names.

The Impact of Inclusivity on Patient Satisfaction

- Understanding and accommodating patient needs to increased patient satisfaction
- Inclusivity fosters trust and loyalty
- Importance of exceeding patient expectations

Practical Strategies for Success

- Active listening, clear language, patience
- Physical accessibility modifications (ramps, adjustable equipment)
- Assistive listening devices, translation apps)
- Importance of ongoing staff training

Continuous Improvement

- Staying updated on ADA regulations and best practices
- Attendance at industry conferences and workshop
- The value of seeking feedback from patients
- Importance of staying informed about new assistive technologies

Creating a More Inclusive Opticianry Practice

Remember that we are providing a standard of care and service to the best of our ability for ALL patients.
