



ARE YOU BEING SERVED? **THE 2017 OPTOMETRY OFFICE**

OAO APRIL 2017

Marilyn Smith RO

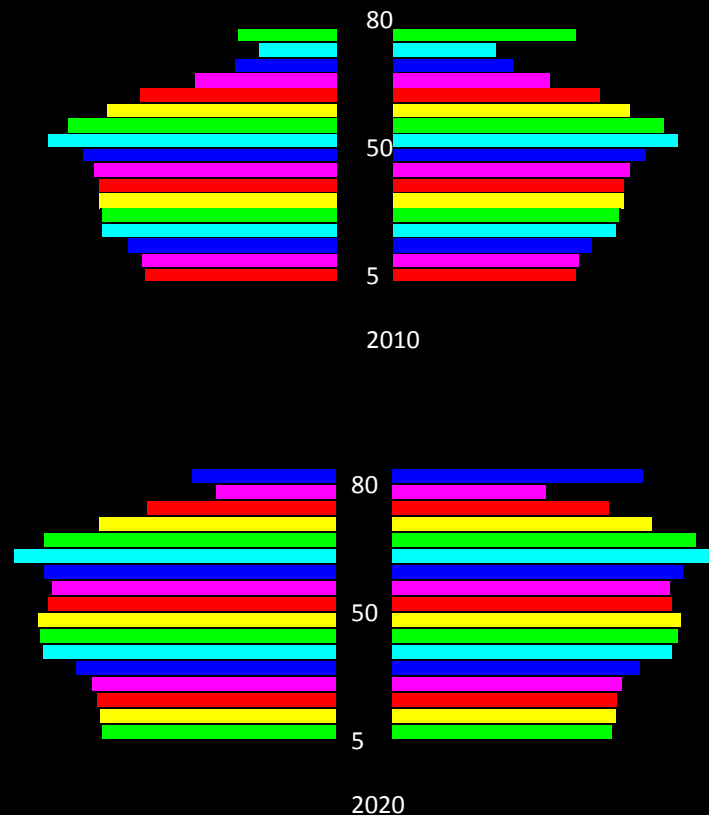
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MAS Productions Consulting

Sponsored by the CAO/CCOA Program

PAL POPULATION FACTS



- ▣ Baby boom started in 1946 post WW2
- ▣ Most children in North America born in 1961!!
- ▣ Almost 50% of Canadians will be over 55 in 2020!
- ▣ Almost all presbyopes will start in PAL lenses not line bifocals

INTERNET SPECTACLE STUDY

Study on 154 pairs of internet spectacle purchases, conducted by Karl Citek, O.D., Ph.D., of PCO, with a team representing virtually all major eyewear industry and standards-setting organizations, found:

- More than one in every five pairs of eyeglasses sold online was not delivered as ordered, with features added or omitted.
- In more than one in four (28.6 percent) of the eyeglasses, one or both lenses were out of tolerance with at least one important parameter of an optical prescription.
- In almost a quarter (22.7 percent), one or both lenses failed the U.S. Food and Drug Administration's (FDA) impact-resistance requirement.
- About one in every 16 pairs of eyeglasses sold online failed tests for both adherence to prescription specifications and safety, and
- Overall, some 44.8 percent of spectacles failed to meet either prescriptions specifications or impact resistance requirements.

SPECTACLES IN OUR PRACTICES?

- Are spectacles checked for correct Rx when returned from the lab or completed in-house?
- Are ALL measurements (PDs, heights, thickness when required etc) checked?
- Tints, photochromic, SR, AR or special treatments?
- Are frames bench aligned to present to client including all screws tightened?
- ◎ Are name brand products discussed with the client verified
- ◎ Is client notified promptly by their choice of communication?
- ◎ Is there a follow up communication 3-5 days after the spectacles are delivered?
- ◎ **Approximately 5% of completed spectacles have an error or cause for re-do**



BEST PRACTICES IN CLIENT CARE WILL
BE THE ONLY WAY FOR THE ECP TO
SURVIVE IN THE FUTURE WORLD OF
RETAIL SPECTACLE CARE!!
ALL ODS, OPTICIANS AND STAFF MUST
BE "HANDS ON", EXCITED & GIVE
EACH & EVERY CLIENT A REASON TO
STAY IN THE PRACTICE FOR
PURCHASES OF SPECTACLES & OR
CONTACT LENSES!!

SOME HELPFUL HINTS?? SUGGESTIONS FROM YOU??

The larger group of spectacle purchasers on the internet are the 18 – 32 year olds!
May have no insurance coverage
They are the largest group buying everything on the internet!!
Order on-line yourself & check out the experience so you can discuss it comfortably!!

INTERNET SPECTACLES

A computer cannot recommend lenses, coatings, tints, 2nd pairs etc

A computer cannot choose frames or adjust spectacles

A computer will only take as accurate measurements as the client can give

Have a “chair-side chat” ready

Give staff information help them explain how eyewear from an ECP is best

Have a great frame variety, new trends & up to date visual aids

Clients purchase service not necessarily based on price & most enjoy the personal interaction!

Only 11% of clients actually buy internet spectacles (2013 stat)

SPECTACLE MEASUREMENTS

- ◎ Clients by law must be able to attain a written copy of their prescription
- ◎ Measurements such as PD may be part of the prescription but for spectacle measurements would be separately measured with a pupilometer for a monocular PD distance/near
- ◎ Cost for taking the measurement?
- ◎ Cost for adjusting spectacles purchased on-line?
- ◎ Your expertise deserves to be paid for!!
- ◎ What about a redo??????



~~INTERNET SPECTACLES~~ – TAKE THE TIME TO REALLY DISPENSE SPECTACLES!

Always show the new spectacles to the client as a specialty item

- Highlight all of the features they ordered
- Explain that markings on the lenses be removed after fitting
- Have the client try them on and let them look in the mirror before adjusting
- Demonstrate the case & cleaning cloth
- Make it an enjoyable experience!



TAKE THE TIME TO EXPLAIN LENS TREATMENTS

SR & AR Coatings

- Demonstrate values of scratch resistant & anti-reflective coatings
- Review the features of these lens treatments
- Explain all warranties
- Remind them that warranties are usually “usually wear & tear”
- Give cleaning cloth & explain use

Tints, Photochromics etc

- ◎ Put lenses under UV lamp and show changeability
- ◎ Explain direct UV versus limited UV (ie windshield) & need for good sunglass lenses for driving
- ◎ Explain value of polarization, tints and how to use
- ◎ Reminders of using the case, not leaving the lenses in a warm car, not putting them on their head...they still will!!

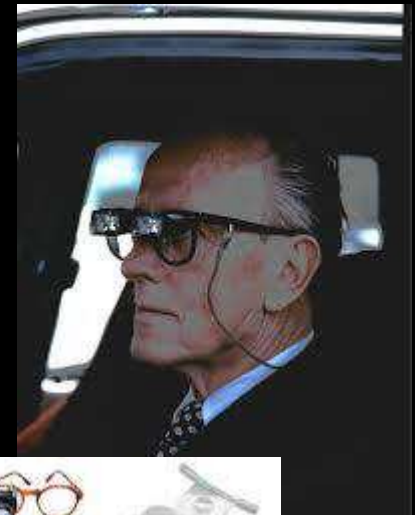
HAVE A GREAT KIDS SELECTION

- Good variety of frames – kids are not “little adults!!
- Specialty frames for infants, Downs syndrome etc
- Low mirrors for kids to see themselves & get close
- Involve the kid with the selection – they’ll wear what they like!
- Parents appreciate lots of advice
- Have fun patches
- Fit glasses well!!



LOW VISION & GERIATRICS

- Over ½ of the Canadian population will be over 55 in 2020
- Optometry practices should be primary source for LV
- Many premade products available that are easy to demonstrate
- Visit nursing homes/seniors residences in your community?
- Have trained staff in LV & specialty lenses (ie Eschenbach has on-line one hour webinars & will outfit & train in your office for LV services/products)





THINK OUTSIDE THE BOX

- ◎ Book the next eye exam even if it's 12 – 24 months away! Email/call a reminder closer to the actual date.
- ◎ Digital lenses give a huge amount of options to create spectacles for any needs
 - > Upper add powers for PALs
 - > Golf adds decentred to temporal for viewing score card
- ◎ Use social media
 - > have your clients “like” practice on Facebook etc
 - > tell client stories of success in your practice
 - > have an on-line newsletter to your email group

ALWAYS GIVE ALL THE OPTIONS!

- everyone deserves all the options, don't assume \$\$
- sell best options first, don't add on "extras", have packages
- think about the lens design during the frame selection
- customers are your best advertising
- do your homework!! Your clients will!!
- many offices now have computer systems for frame & lens selection make choices & measurements easier
- use visual aids/computer tablets for best demonstrations
- don't discourage comparison shopping; be open, honest & helpful and clients will return (not based on price!!)
- have a varied frame selection for all needs

Listen & make sure your clients get what they need



LET'S GET PERSONAL

- **Analyze your career!**
- **Hire a business coach**
- **Update the office equipment/décor to be welcoming, new looking & trendy**
- **Consider joining a service organization or volunteering**
- **Be happy, life is too short to not like your work!!**



WHAT ABOUT STAFF?

- ◎ Hire great staff
- ◎ Fire not great staff! Have 3 month & 1 year appraisal periods
- ◎ Have regular staff meetings
- ◎ Teach proper jargon to new staff
- ◎ Listen to suggestions from staff...they are your front line!
- ◎ Give staff incentives – bonuses, trips etc
- ◎ Be happy too!!



ENGAGE YOUR CLIENTS

- ◎ Electronical systems allow photo of client so client can be greeted by name
- ◎ Take notes and check in with clients at their next visit
- ◎ Join in community events
- ◎ Write eye related articles for your local newspaper or tidbits in advertising
- ◎ Let your clients know what you support and how you support your community
- ◎ Ask for “success stories” to post or publish
- ◎ Consider “free” or reduced cost eye exams/homeless shelters/teen centres etc

WHAT ELSE?

- ◎ Extra pairs for sports, safety, hobbies
- ◎ ALWAYS talk about sunwear during eye exam!
- ◎ Computer use – computer lenses have lots of uses!
- ◎ Pre-made readers
- ◎ Use company visuals on tablets for best explanations
- ◎ Have software info in waiting room/exam room
- ◎ Tighten & clean glasses at every visit
- ◎ Process 3rd party billing for insured clients
- ◎ Have regular staff meetings & keep excited & rejuvenated!
- ◎ Stay educated & keep your staff educated – CE programs, lunch & learn with reps, lab tours etc.



OFFICE ETIQUETTE

YOU

- Use professional language
- Dress the part
- Show up early, stay late
- Be enthusiastic about your work....OR....
- Stay updated and informed
- SMILE!!!

EVERYONE

- No gossip or negative conversations
- Do not bring your private life to work
- Respect the privacy of every patient
- Greet every patient as they arrive...they are the most important!
- Strive for highest standards in all you do!

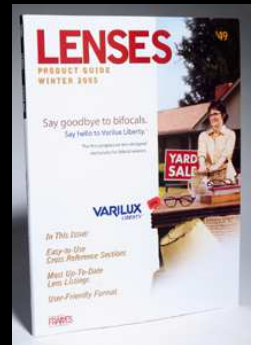


ESSILOR OWNS CLEARLY.CA

- Interesting purchase!
- Wants to be in that arena
- Closed retail Coastal Contacts stores
- Wants to offer internet purchasing through a portal attached to office
- Price decided by office
- Next integration of ophthalmic sales??

LENS SELECTION

- Lens Guide is available from FRAMES in print or on-line
www.framesdata.com
- Every lens on the market, indices, powers, blank sizes etc
- OLA PAL Identifier book, available from your lab
- Canadian bilingual Progressive Ophthalmic Lens Guide
www.aognet.qc.ca or in print



MARILYNS' OTHER HATS!

MAS Productions Consulting

In office training session

- Hands on training with frames, tools etc
- One on one teaching in small group setting
- Information for all areas of spectacle care & best client practices
- 1, 2 & 3 day sessions available

marilyn.smith@uwaterloo.ca

DreamBuilder Life Coach

- At a life crossroads?
- DreamBuilders is an interactive 10 week program with weekly coaching
- Individual and groups acceptable


pathsoffreedom@gmail.com





UW PRIMARY CARE EXTERNSHIP

- Ready to give back to the education of final year Optometry students?
- 7 – 12 week externships
- Throughout the year, you choose your availability
- Looking for full scope “sites of excellence” across Canada
- Contact Marilyn
marilyn.smith@uwaterloo.ca



IN THE LONG RUN, THE PRICE OF ANY
PRODUCT OR SERVICE IS RARELY THE
REASON A CLIENT STAYS IN OUR
PRACTICE. IT IS ALWAYS ABOUT THE
EXPERIENCE AND HOW THEY FEEL!!
MAKE THEM FEEL SPECIAL AND
IMPORTANT....THEY ARE!!
WE ARE IN THE "PEOPLE" BUSINESS

THANK YOU!