

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.

Anthony Record has no financial interests to disclose.



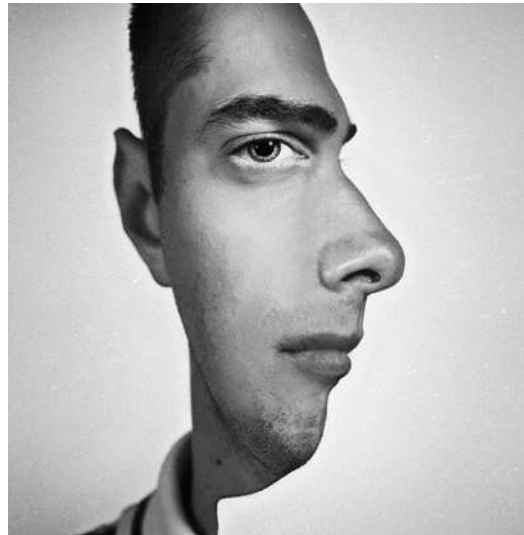
Competing with On-Line Optical Sellers

Time to Brainstorm



Notes

1940 - 39.6%
1950 - 44.5%
1960 - 42.4%
1970 - 37.4%
1980 - 33.2%
1990 - 25.5%
2000 - 23.3%
2010 - 19.3%
2021 - 13.7%



Competing with On-Line Optical Sellers

1. In my home state of Florida, the maximum monetary penalty for bricks-and-mortar establishments that operate without a license on the premises when optical dispensing occurs is:

- a. \$500
- b. \$1,000
- c. \$5,000
- d. \$10,000

Assessment

Competing with On-Line Optical Sellers

4. How do most online sellers deal with the MFH of progressive lenses ordered on their websites?

- a. They give instructions for the buyers to take it themselves
- b. They give instructions for another person to take the measurement
- c. They encourage the buyer to pester a local optician to do it
- d. They don't even have a field on their order form for the measurement – they guess.

Assessment

Competing with On-Line Optical Sellers

2. One of the reasons why Optical Internet Sellers seem to circumvent many state opticianry laws is:

- a. They have gained exemptions from the state
- b. They have obtained a special license from the state
- c. They operate under the name of a licensed optician
- d. They operate out of state or out of the country

Assessment

Competing with On-Line Optical Sellers

5. If a person enters an optical dispensary and asks a Florida optician to take his or her PD measurement, the optician is required to do so.

- a. True
- b. False

Assessment

Competing with On-Line Optical Sellers

3. One of the most serious reasons why buying glasses online is a risky proposition is:

- a. Lack of adherence to OSHA and ANSI guidelines
- b. Vague policies regarding warranty and return policies
- c. Some necessary measurements are compromised
- d. Most online sellers have no money-back guarantees

Assessment

Competing with On-Line Optical Sellers

6. A patient's PD is:

- a. An ancillary measurement that is taken as part of the initial ordering of eyeglasses
- b. An integral part of the prescription
- c. Usually not necessary to produce an acceptable pair of spectacles
- d. All the above

Assessment

Competing with On-Line Optical Sellers

7. All online sellers are selling inferior products for prices that bricks-and-mortar dispensaries simply cannot compete with.
- True
 - False

Assessment

Competing with On-Line Optical Sellers

10. Refusing to replace a lost screw for glasses purchased online is an example of:
- The “Just Say No” Approach
 - The “Pay to Play” Approach
 - The “Ramp it Up” Approach
 - The “Beat ‘em at Their Own Game” Approach

Assessment

Competing with On-Line Optical Sellers

8. In the United States, in 2021, the percentage of prescription eyeglasses purchased online was about:
- 1-5%
 - 6-10%
 - 10-15%
 - 16-20%

Assessment

Competing with On-Line Optical Sellers

11. Charging a nominal fee to take the PD for someone who wishes to purchase eyeglasses online is an example of:
- The “Just Say No” Approach
 - The “Pay to Play” Approach
 - The “Ramp it Up” Approach
 - The “Beat ‘em at Their Own Game” Approach

Assessment

Competing with On-Line Optical Sellers

9. Providing a warm greeting, conducting an in-depth lifestyle interview, educating the client, and transferring all point-of-purchase materials to the patient are all examples of:
- The “Just Say No” Approach
 - The “Pay to Play” Approach
 - The “Ramp it Up” Approach
 - The “Beat ‘em at Their Own Game” Approach

Assessment

Competing with On-Line Optical Sellers

12. Directing your patient to a website for them to peruse a better selection of frames or to virtually try them on is an example of:
- The “Just Say No” Approach
 - The “Pay to Play” Approach
 - The “Ramp it Up” Approach
 - The “Beat ‘em at Their Own Game” Approach

Assessment

Prescribers:

- Immediate Rx Release...
- Have patient sign a statement...
- Can't require CL purchase, waiver, or fee
- Minimum expiration date of one year...
- If medical reason exists...



Notes

Sellers:

- Who is a seller?
- Must verify Rx...
- Am I liable?
- 8 Business hours
- Substitution
- HIPAA



HIPAA:

“ HIPAA allows covered entities to use or disclose protected health information without patient authorization if the use or disclosure is for ‘treatment’ or ‘required by law.’ Providing, confirming, correcting, or verifying a contact lens prescription to a seller designated by the patient constitutes treatment and is required by the Fairness to Contact Lens Consumers Act.”



ftc.gov

Notes


- Contact Lens “Recalls”
- Know Your Competitors
- Verification Calls (extra)
- Make it As Easy... (e-dr.com)
- Your Ideas



EYEGASSES

The Eyeglass Rule The P.D. Dilemma:

- HIPAA for Eyeglasses
- How Do You Handle It?



- What Does the Law Say?

Notes



Notes



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The Beat-'em-at-Their-Own-Game Approach



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The Ramp-it-Up Approach



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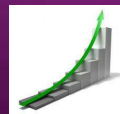
- XTRActive Polarized Lenses
- Lenses for Migraine Relief
- Lenses for Blue Blocking
- How-To Videos
- An Answer to All Their Propaganda
- Next-Day Contacts
- Loyalty Program
- Refer-a-Friend Program
- Corporate Programs
- FSA/HSA Promotions (Sun, Second Pairs, Accessories)
- Eco-Friendly
- Do You "Give Back?"



Notes

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- Website
- Student Discounts
- Veterans Discounts
- Senior Discounts
- Freebies
- Buy a Pair, Give a Pair
- Communication Options
- E-Mail Newsletter
- Monthly Promotions
- Gift Cards / Gift Certificates



My Approach Blended



Notes

- I Introduction/Brainstorm
- II What are We Up Against?
- III 12-Question Assessment
- IV Online Selling: Contacts
 - a. FCLCA (2004)
 - b. Strategies
- V Online Selling: Spectacles
 - a. The Eyeglass Rule (1977)
 - b. Just-Say-No Approach
 - b. Pay-to-Play Approach
 - c. Beat 'em-at-Their-Own-Game Approach
 - d. Ramp-it-Up Approach
 - e. My Approach



VI My Gifts to You





65 Things On-Line Sellers Simply Cannot Do – But We Can!

1. Provide a warm, personal greeting when a patient enters your dispensary; offer to shake hands.
2. Take steps to establish a relationship based on mutual trust and respect.
3. Have your diplomas and credentials on clear display.
4. Hand a business card and/or an informational flyer to all clients. By the way, in the state of Florida, opticians are *required* to identify themselves to clients upon the initial encounter. Handing them a business card that clearly identifies them as the "optician" is one way to fulfill that requirement.)
5. Clearly explain to patients what you are doing for them every step of the way.
6. Answering any questions that arise in an honest, straightforward manner in real time.
7. Smile
8. Listen.
9. Show empathy.
10. Effectively troubleshoot any problems/issues they are having.
11. Educate the patient about HEV blue light, its dangers, and the solutions available.
12. Explain the importance of and demonstrate the 20-20-20 Rule.
13. Install more appropriate nose pads when needed.
14. Quickly replace missing or damaged nose pads.
15. Quickly and accurately measure the patient's PD.
16. Discuss task glasses.
17. Show the *true* color of a frame and demonstrate how it *actually* fits.
18. Invite them to a trunk show.
19. Keep a "tickle" file, to notify patients when special frames arrive.
20. Be bi-lingual.
21. Say good morning/afternoon; take an interest. (Attend to the "small" things.)
22. Conduct an in-depth, lifestyle dispensing interview.
23. Trial framing, to demonstrate how the patient will see with his or her new prescription.
24. "Diagnosing" which frame, lens, and lens treatments will best serve the patient's needs.
25. Take an accurate monocular PD, MFH, and any other ancillary measurements. Explain each measurement and explain that Internet sellers often guess at them, or in the case of MFH do not even ask for it.
26. Conduct a thorough evaluation of the *old* eyeglasses, taking note of lens material, decentration, relative height of the bifocals, and base curve.
27. Ask the patient what he/she likes/dislikes about the old pair of glasses.
28. Offer to take pictures of the client wearing different frames so that he/she can more easily see them while wearing the old pair.
29. Offer to e-mail/text those pictures to a friend or loved one who may weigh in on the decision.
30. Before asking for payment, carefully review the order, explaining line-by-line the charges; explain all warranty information as well.
31. Offer same-day service.
32. Hand the client some point-of-purchase materials to take home and further learn about the products they have ordered – or may order next time.
33. Offer in-person, home delivery.
34. Inform the patient how long it will take to complete the order. (Remember: Always promise less and deliver more in this regard.)
35. Promptly phone the patient when the eyeglasses are ready for delivery.

The logo for 'OPTICAL SEMINARS' features the word 'OPTICAL' in a large, bold, black sans-serif font. To the left of the 'O' in 'OPTICAL' is a stylized graphic of a yellow circle with a green leaf-like shape extending from its bottom-left edge. Below 'OPTICAL' is the word 'SEMINARS' in a smaller, black, all-caps sans-serif font, with wide letter spacing.

36. Communicate to the patient that you expedited the order so they could be picked up a little sooner than expected.
37. Create an informative, dynamic in-office video loop for your waiting area.
38. Take a sincere interest in their well-being.
39. Offer an *honest*, in-person opinion as to how a frame looks and fits.
40. Assure the patient that you have meticulously inspected the glasses to make sure they were fabricated exactly to the prescribing doctor's prescription.
41. Consider educating the patient about ANSI standards and let him or her know that the glasses not only meet but exceed those parameters. Some Internet-purchased lenses do not.
42. Let the patient know of any modifications that have been made to the frame. For example, temples that have been shortened, temple tips or nose pads that were changed or modified.
43. Do NOT hand the glasses to the patient. Rather, carefully place them on the patient's face yourself. (It is a good practice to only hand the glasses to the patient AFTER the optician has completed fitting them.)
44. Let the patient know that now it is time to make sure that the frames are custom fit to ensure best vision and most comfort.
45. As you make adjustments, communicate to the patient what you are doing and why you are doing it. (For example, what pantoscopic tilt is and why you are adding it to the fit of the glasses.)
46. Once the fitting and adjustments are complete, now is the time to check for visual comfort and acuity. Ask the patient how the overall vision appears.
47. If you have a Snellen or similar chart that is located at the appropriate distance, check distance visual acuity. If the lens is a multifocal, check for near-vision acuity.
48. Ask the patient when he or she will be updating his or her sunglasses into the current prescription.
49. Provide the client with a copy of his/her prescription – perhaps on a laminated business card.
50. If issues arise, professionally and patiently troubleshoot the problem. Compare adjustment angles, re-verify the Rx if necessary, and make any needed adjustments.
51. Instruct the patient on cleaning and maintenance of the dispensed spectacles.
52. Transfer all lab and manufacturer point-of-purchase brochures, certificates of authenticity, care instructions, etc. to the patient.
53. Inform the patient to stop back whenever convenient so you can make routine adjustments, screw tightening, etc.
54. Encourage referrals – ask for them!
55. Get up and walk the patient to the door; hold it open for them; give them a smile and a warm goodbye.
56. After a week or so, make a follow-up call to make sure the patient is satisfied with the eyeglass purchase.
57. Send a personalized thank you card/letter to the patient.
58. Refer patients to ODs or MDs, retinal specialists, etc., as needed.
59. Provide a comprehensive I&R (insertion and removal) session so that they become confident and proficient with the placement and removal of their contact lenses.
60. Instill the importance of following the recommended wearing schedule and what to do in problems arise.
61. Allow the patient to try on colored contact lenses in person.
62. Demonstrate the features and benefits of polarized lenses out in actual sunlight.
63. Demonstrate Transitions lenses in the same manner.
64. Use a digital pupilometer, tablet application, or 3-D imaging to take more accurate measurements.
65. Provide an assortment of *different* cases from which the patient may choose the one he or she prefers.



Questions?

Comments?

Concerns?

Always happy to help!



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