

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

**Reminder to Complete Your Session Evaluations!**

Please be sure to complete your digital session evaluations 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.



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**Financial Disclosure**

Michael Gatti is an employee of HOYA Vision Care.

All relevant relationships have been mitigated.



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**Vision Beyond Vision**

How Perception and Bias Shape the Patient Experience

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Objectives

- 1 Demonstrate how easily perception can be influenced
- 2 Describe cognitive and emotional bias
- 3 Integrate bias awareness into daily practice

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How We See

Attention is the First Filler

- The brain filters massive amounts of visual input
- Attention selects what feels most relevant
- Important details can be missed entirely
- Perception begins before conscious awareness

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How We See

What Patients Notice First

- Frames often grab attention faster than lens features
- Style feels immediate, lens benefits feel invisible
- Visual focus influences purchasing decisions
- Our role is to guide attention intentionally

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How We See

Attention Shapes Communication

- Patient's don't absorb everything we explain
- Stress narrows listening and comprehension
- Price or fear can dominate attention

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How We See

The Science of Seeing

- Light enters the eye and retina
- Signals travel to the brain through the optic nerve
- The brain constructs what we experience as "sight"
- Seeing is a partnership between the eyes and the mind

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How The Brain Decides

Speed Over Perfection

- The brain is designed for efficiency
- Accuracy is often secondary to speed
- Shortcuts help us function quickly
- Optical illusions are proof of these shortcuts

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**How The Brain Decides**

Familiar Feels Better Than Correct

- Comfort is the brains preferred shortcut
- Change can feel wrong even when it's better
- Patient's will resist change
- Adaptation requires reassurance and time
  - The mind needs to trust the change

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**How The Brain Decides**

Why Bias Exists

- Bias is the brains natural shortcut
- Cognitive bias = thinking-based patterns
- Emotional bias = feeling-based reactions
- Both influence patient choices

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**The Bias Behind the Choice**

Confirmation Bias in Optical Care

- People seek evidence that supports expectations
- Past experiences shape current perceptions
- Patient's may "look for problems" in new lenses

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The Bias Behind the Choice

Anchoring and Pricing Perception

- First information becomes the reference point
- Pricing anchors shape perceived value
- Premium-first framing improves understanding

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The Bias Behind the Choice

The Halo Effect and First Impressions

- First impressions influence everything afterward
- Greeting sets the tone for the experience
- Confidence builds perceived expertise
- Rapport creates openness to recommendations

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Bias in the Optical Experience

Emotional Resistance to Upgrades

- Cost concerns often mask emotional discomfort
- Patient's may resist change subconsciously
- Empathy reduces friction

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**Bias in the Optical Experience**

Connection Improves Outcomes

- Strong rapport builds psychological safety
- Patients feel heard, not sold to
- Better conversations lead to better care

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**The Emotional Influence**

Recognizing Our Own Reactions

- Emotional reactions can distort communication
- Awareness is the first step toward control
- True professionalism requires reflection

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**Putting Awareness Into Practice**

Pause, Reframe, Stay Curious

- Pause before responding emotionally
- Reframe resistance as uncertainty, not rejection
- Replace assumptions with curiosity

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Putting Awareness Into Practice

Vision Beyond Vision in Daily Care

- Perception shapes every patient interaction
- Cognitive bias affects understanding and choices
- Emotional bias drives resistance and trust
- Awareness improves care, clarity, and connection
- Small shifts create lasting impact

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Putting Awareness Into Practice

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