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- ▶ No Financial interests to disclose
- ▶ Account Representative and Optical Trainer for an independent OD owned national lab: Summit Optical
- ▶ CE Author, content editor and advisor for the Optical Training Institute
- ▶ CE contributor for Quantum Optical
- ▶ All relevant relationships have been mitigated

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TRANSLATING OPTICAL JARGON FOR YOUR PATIENTS  
1-HOUR ABO

“What you should know is different than what you should share”



Optical Professionals:

- ▶ Interpret prescriptions
- ▶ Matching lens with frame choice
- ▶ Well versed in lens coatings and technologies

Your Patients:

- ▶ Wants the frame that looks best for their face
- ▶ Doesn't want “Coke bottles”
- ▶ Needs to see better
- ▶ Hates that old lenses are scratched

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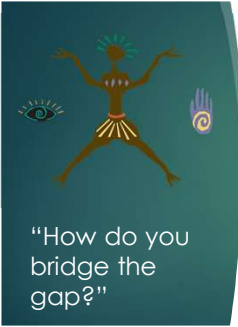
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“How do you bridge the gap?”

- ▶ Translating technical jargon
- ▶ Simplifying optical principles
- ▶ Effective selling strategies

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Recommending Lens Materials, Coatings, and Tints

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PROPERTIES OF LENS MATERIALS

**Crown Glass:**  
Index: 1.52  
Abbe# 59  
Density: 2.59  
Properties: Brittle & Heavy

**CR-39:**  
Index: 1.498  
Abbe# 58  
Density: 1.32  
Properties: Brittle, Thick

**Polycarbonate:**  
Index: 1.586  
Abbe# 30  
Density: 1.2  
Properties: Impact resistant, poor tensile strength

**Trivex:**  
Index: 1.53  
Abbe# 46  
Density: 1.1  
Properties: Impact resistant, excellent tensile strength

**High Index:**  
Index: 1.60-1.67  
Abbe# 42/32  
Density: 1.3-1.46  
Properties: Thin

**Ultra-High Index:**  
Index: 1.70-1.74  
Abbe# 33  
Density: 1.35  
Properties: Brittle, Thinnest



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"How do we present lens materials?"



- ▶ Determine prescription strength
- ▶ Consider use and treatment
- ▶ Don't recommend, "prescribe"
- ▶ If a choice needs to be made, let them decide

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"Photochromic"



- ▶ Ask at every sale
- ▶ Lead with benefits, not limitations
- ▶ Offer what is best, not everything
- ▶ Inquire about a 2<sup>nd</sup> dedicated sunglass pair

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### "Tints Vs. Polarization"

#### Tinting

- ▶ A coating absorbed on the outside
- ▶ Reduces light, but not glare
- ▶ Inconsistent in color, but can be made in unlimited variations

#### Polarization

- ▶ A screen built inside the lens
- ▶ Cuts blinding glare on surfaces
- ▶ Consistent in color and darkness



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### "These lenses include an Anti-Reflective treatment"

"Is that the stuff that's so hard to clean?"

"Doesn't that scratch more easily?"

"I don't need to spend the money"

### "Anti-Reflective Coating"



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### "Digital Lens Technology"

SELLING INVISIBLE PRODUCTS

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**“HD Lenses”**

**How to talk about freeform lenses**

- ▶ Like an HD TV with more pixels and higher resolution
- ▶ Like a garment tailored to your measurements vs. one pulled off the rack
- ▶ Freeform design creates wider zones and stabilize images in the peripheral
- ▶ Eliminates lens distortion that can be caused by conventional lenses

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**“Taking Additional Measurements”**



- ▶ Adds value to the patient experience
- ▶ More precise and personalized
- ▶ Compensates the Rx more accurately

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- ▶ Unique to each prescription
- ▶ Lenses can be made to fit any frame
- ▶ Customizable based on lifestyle
- ▶ Turn-around time and availability

**“How does digital technology benefit progressive wearers?”**



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- ▶ "Would you like your lenses digitally enhanced?"
- ▶ "Better edge-to-edge clarity"
- ▶ "Eliminates aberrations often caused by conventional lenses"
- ▶ "Personalized for each individual"

"Digital Single Vision"



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"Digital Design Options"

HOW DO YOU PRESENT THE RIGHT OPTIONS?

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- "SV lenses with near-focus assist"
- "Built-in relief from digital eye-strain"
- "Emerging Presbyopes"

▶ Accommodative lenses help our eyes to focus up close: Anti-Fatigue



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► Dedicated to intermediate and near vision

► Allows for wider and larger zones at close range

► More ergonomic for desktop computer use

### "Office Lenses"



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### "Upgrading Multifocal design"

**Lined Bifocal/Trifocal**

- Has a visible line for abrupt change in prescriptions
- Limited and fixed focal length clarity

**Progressive Addition Lenses**

- Smooth progression of power through the lens center
- Correction for every distance
- Personalized for how you use your eyes

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### "New Presbyopes"

Whether new to multifocals or first-time glasses: PREPARE, don't SCARE!

- Educate at the sale, train at the dispense, and follow-up!
- Stay positive and always highlight benefits over challenges
- Observe and correct
- Talk about adaptation in terms of vision vs. perception



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### “Blue Light and Digital Eye Strain”

GETTING YOUR FACTS STRAIGHT

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### “Blue Light Common Knowledge”

What Patients Know

- ▶ “I’m supposed to limit screen exposure, especially before bed”
- ▶ “My eyes are strained after a long day at my computer under fluorescent lighting”
- ▶ “I heard a news story about the dangers of blue light”
- ▶ “I saw a commercial for those blue blockers”



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### “Blue Light Facts”

What We Know

- ▶ Blue light regulates our circadian rhythms
- ▶ Although naturally found in sunlight, our modern lifestyles over-expose us through artificial light and screens on our phones, computers, and TVs
- ▶ This is linked to eye strain and poor-quality sleep that can cause a myriad of health issues

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### "What Lenses can help?"



Pigmented



Reflective



Blue Filters/  
Photochromics

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### "Dispensing"

COMMUNICATING  
EFFECTIVELY TO SET THE  
FOUNDATION FOR PATIENT  
SATISFACTION

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### "Teaching Your Patient About Their Lenses"

- ▶ Teach your patient how to use them
- ▶ Re-sell all the notable features
- ▶ Make sure any big changes are noted
- ▶ Discuss adaptations of Rx



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"Triage with an Unhappy Patient"



- Be your patient's advocate not combatant
- Listen carefully and patiently
- Observe, adjust, instruct
- Build trust with your expertise
- Always follow-up

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"Present Solutions not Problems"



What NOT to Say:

- ▶ There was a typo in your order
- ▶ The lab made these wrong
- ▶ Your progressive height was measured too high

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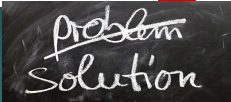
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"Present Solutions not Problems"



What to Say Instead:

- ▶ I'm going to fine-tune some parameters to give you better vision
- ▶ We are going to re-calculate your reading distance for where you prefer to hold your book
- ▶ We can re-align your progressive to give you a wider, more open field of view

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