

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

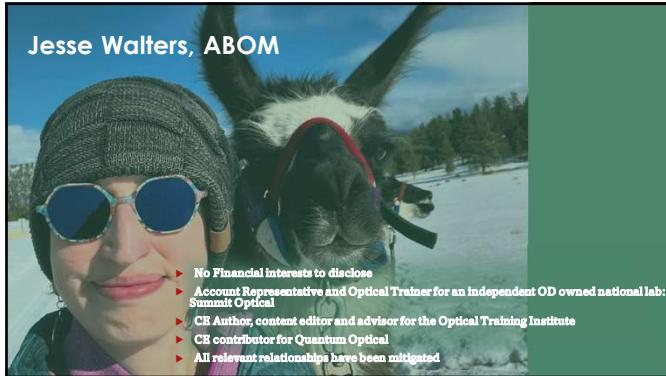
Vision Expo Has Gone Green!

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.



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Jesse Walters, ABOM



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“Choose Your Words Wisely”

CHOOSE YOUR VOCABULARY TRANSLATING OPTICAL JARGON FOR YOUR PATIENTS 1-HOUR ABO

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Choose Your Words Wisely: Translating Optical Jargon

“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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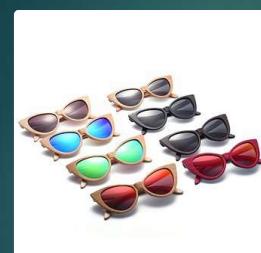
“How do you bridge the gap?”

▶ Translating technical jargon

▶ Simplifying optical principles

▶ Effective selling strategies

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Recommend
Lens Materials,
Coatings, and
Tints

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Choose Your Words Wisely: Translating Optical Jargon

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: 1.588 Abbe# 30 Density: 1.2 Properties: Impact resistant, poor tensile strength
High Index: Index: 1.60-1.67 Abbe# 42/32 Density: 1.3-1.46 Properties: Thin	Trivex: Index: 1.53 Abbe# 46 Density: 1.1 Properties: Impact resistant, excellent tensile strength	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 2nd dedicated sunglass pair

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Choose Your Words Wisely: Translating Optical Jargon



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Choose Your Words Wisely: Translating Optical Jargon

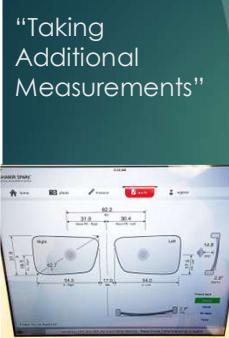


"HD Lenses"

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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Choose Your Words Wisely: Translating Optical Jargon

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



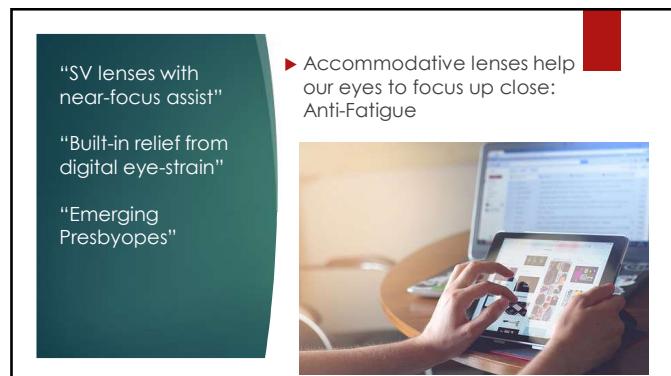
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"Digital Design Options"

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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Choose Your Words Wisely: Translating Optical Jargon

"Office Lenses"



- ▶ Dedicated to intermediate and near vision
- ▶ Allows for wider and larger zones at close range
- ▶ More ergonomic for desktop computer use

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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



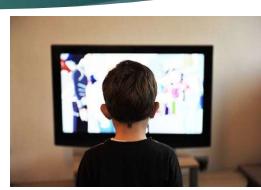
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Choose Your Words Wisely: Translating Optical Jargon



“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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Choose Your Words Wisely: Translating Optical Jargon

“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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“Present Solutions not Problems”

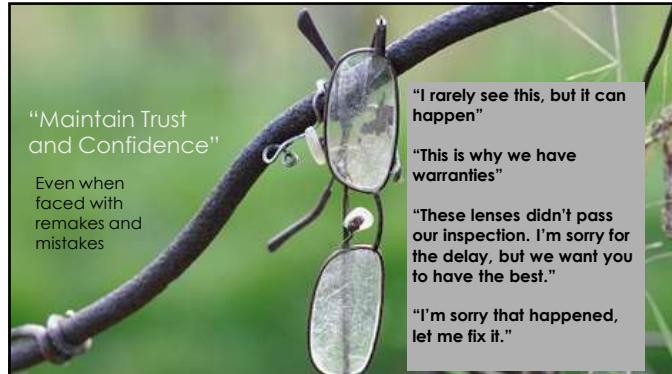


What to Say Instead:

- ▶ 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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Choose Your Words Wisely: Translating Optical Jargon



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