

Experience EXPO With Us!



- **Innovation Stage - Exhibit Hall – The Bridge (Booth P14051)**
Our Innovation Stage sessions feature free, promotional content for all attendees.
- **OptiCon General Session: A Conversation with Scott Shapiro, Presented by United Opticians Associations (UOA) - Thursday, Sept 19 - The Bridge (Booth P14051)**
Join us for a conversation with Scott Shapiro, CEO at Europa Eyewear/STATE Optical Co./AO Eyewear and the Chairman of TVC Board.
- **Patient Choice Awards - Friday, Sept 20 - Exhibit Hall – The Bridge (Booth P14051)**
- **Exhibit Hall Hours**
Thursday, Sept. 19 9:30am – 6:00pm
Friday, Sept. 20 9:30am – 6:00pm
Saturday, Sept. 21 9:30am – 3:00pm



Speaker Financial Disclosure Statement

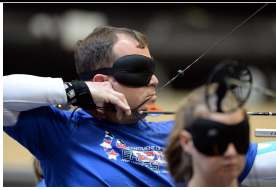
Charlie Saccarelli is an owner and the president of Chadwick Optical. He potentially makes money when you buy stuff from Chadwick Optical. All relevant relationships have been mitigated.



Charlie's Car
2009 Nissan Versa

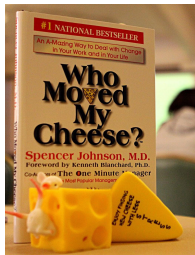
A COUPLE MORE THINGS

- You can take pictures of the slides if you want, but I'd rather you just pretend to pay attention to what I'm saying. It makes me feel so good.
- Email me at cbs@chadwickoptical.com, and I'm happy to share the entire presentation with you. Or text/What's App/whatever me at 267-374-5601
- I have some strong opinions on this subject. Some of the stuff I say might grind your gears. If you're offended, don't start with me right now. I'm public-speaking, which is nerve-wracking enough. Hit me up later. I'm very available.



The Business of Low Vision

Charlie Saccarelli, ABOM



Main Characters:
Two Mice, Two Men, Ginormous Chunk of Cheese

Plot:
Everybody's eating the cheese. It's so ginormous, that the men begin to take it for granted, believing that the cheese will last forever.

Eventually, the cheese runs out. They ate it all. The men are beside themselves. *Where did the cheese go? Who moved it? Who's responsible for this?* They got real hungry...I forget if they died trying to uncover the mystery of the moved cheese.

The mice just went and found new cheese.

The Cheese is Gone

- As a trade, we have done a horrendous job of showing the value of opticianry
- People have begun to view glasses as a commodity. Commodities compete on three things - price, speed/service and quality.
- As a trade, we haven't been able to articulate quality and service in a compelling way
- People compare what opticians do to Zenni Optical, and as a whole are unable to justify the difference.

What Do We Do When the Cheese is Gone?

- Kick, Scream?
- Whine, Drink?
- Get really self-righteous and proclaim how special we are into a trade-based echo chamber?

OR

- Find Some More Cheese?

New Cheese is Scary

- What if it doesn't taste as good as the old cheese?
- What if the new cheese has a different texture than the old cheese?
- What if I just don't like the new cheese as much?

These questions are irrelevant. The cheese you knew is gone. It's not coming back. Yearning for it is a waste of time. There is no turning back the clock to the way cheese used to be. Mourn that if you must.

Low Vision Care = Potential New Cheese

Ophthalmologists - ~19,000

Optometrists - ~41,000

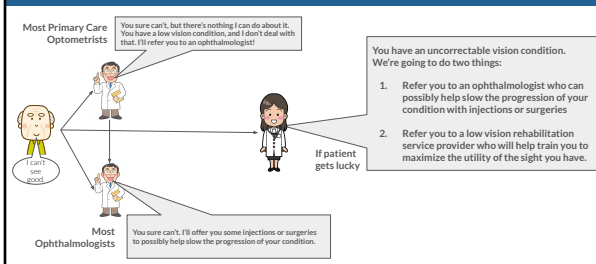
Occupational Therapists - ~139,000 (very few specialize in vision care)

Opticians - ~77,000

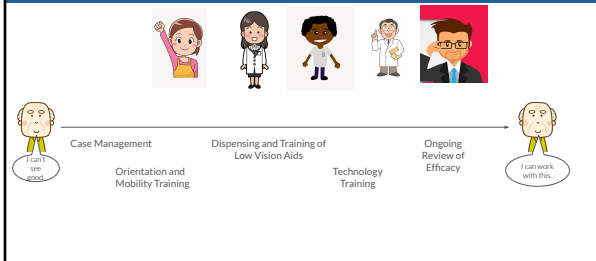
Low Vision Care = Potential New Cheese

The number of people with an uncorrectable vision impairment is expected to double by 2050.

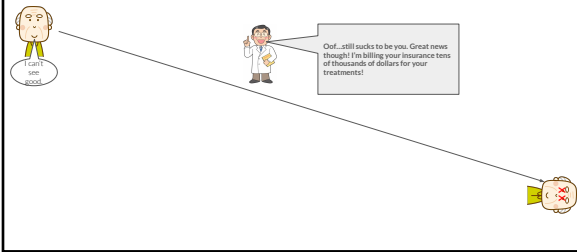
The Current State of Low Vision



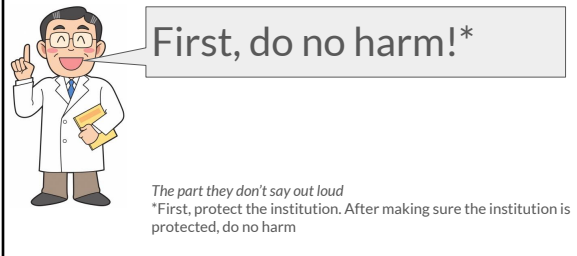
The Path of the Lucky Patient



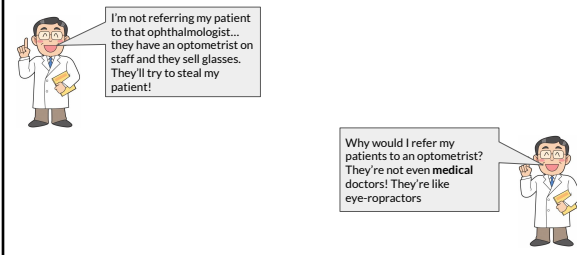
The Path of the Other Patients



The Hypocritic Oath



How The Hypocritic Oath Affects Health Care



Nobody's playing with Mickey.



What happens if I just sneak in and take Mickey?



At least one upset kid...maybe two.

Hey O-docs, why don't you do more low vision?



It's too time consuming, I need to see XX patients per hour.



It's too time consuming, I need to see XX patients per hour.

Opticians have the time.
Opticians have a basic understanding of optics.

Can I help?



Low Vision is like Mickey.
Nobody wants it...until somebody else wants it.



LOW VISION CARE SHOULD HAPPEN THROUGH OPHTHALMOLOGY. WE ARE UNIQUELY QUALIFIED TO WORK WITH THIS PATIENT POPULATION.

LOW VISION CARE SHOULD HAPPEN THROUGH OPTOMETRY. WE ARE UNIQUELY QUALIFIED TO WORK WITH THIS PATIENT POPULATION.

How it Goes

I'm too busy to help this patient.

Understood. I can help!

YOU'RE NOT QUALIFIED TO SHOW THIS PATIENT HOW A LAMP MAY BE ABLE TO HELP HIM SEE BETTER!

I CAN'T SEE GOOD!



Controversial Opinion:
Somebody should help these patients.

Additional Controversial Opinion

With minimal training and understanding, opticians are more than qualified to provide basic low vision rehabilitative care.



What Would Business Development Look Like?

1. Get a bag of low vision goodies. Magnifiers, lamps, tv glasses, filters, apps on your phone
2. Find where elderly people hang. Go hang with them.
3. Talk to optometrists, ophthalmologists. They *might* not be threatened by you since you're an optician.
4. Send everybody thank you notes.



Presenting to Nursing Homes, Elderly

1. Be generous and helpful
2. Chances are no one has ever actually explained their condition (or their vision) to them
3. Help them understand what they're going through



What Would Patient Care Look Like?

1. Find out current state of their vision
2. ADL Assessment (what do they want to be able to do?)
3. Rank the ADLs
4. Work em one at a time.



How Can Opticians Get Paid?

- Move to a consultative model - \$XX for a 1 hour review session
- Selling devices - keep a small stock of popular devices



Drawing the Line on Scope of Care

There's pissing some people off...and there's getting sued.

If they can get an equivalent product through Amazon, you're probably not going to get sued.

I would stay away from bioptics, prism fittings, anything like that...without a prescription



Summary

1. The cheese is gone
2. The old cheese isn't coming back
3. You need new cheese
4. Nobody wants to do low vision care
5. They don't want you to do it either
6. But for the most part, you can
7. Low vision represents possible new cheese

Let's Rap



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.