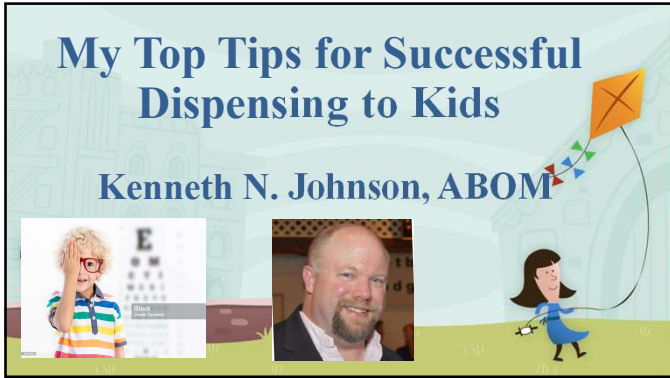


My Top Tips for Successful Dispensing to Kids

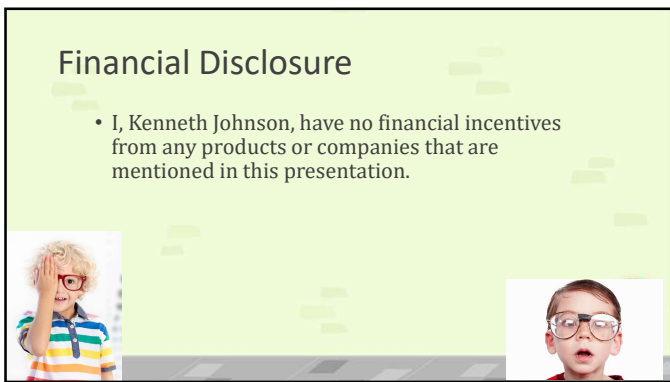
Kenneth N. Johnson, ABOM



1

Financial Disclosure

- I, Kenneth Johnson, have no financial incentives from any products or companies that are mentioned in this presentation.





2



3

Learning Objectives:



- At the conclusion of the course, the student will have an understanding of:
 - The importance of creating a warm and welcoming environment and experience for children (and parent).
 - Selecting proper lens materials and enhancements.
 - Selecting proper frame material and size for the child.
 - Options for 2nd or 3rd pair sales.
 - Recognize the importance of educating both the child and parent
 - Proper dispensing, adjustments and warranties



4

Poll Question 1




- Do you let kids pick their own glasses or do you help them?
- A: Let them pick
- B: Help them



5

Description:

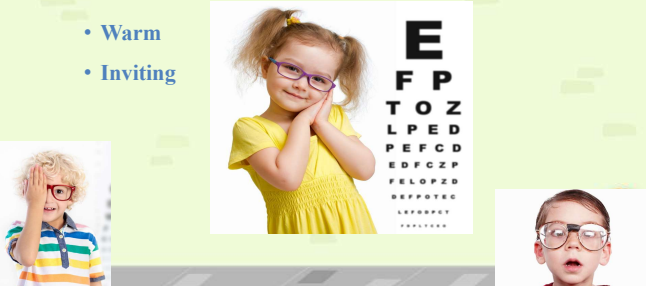
- When children are involved in the eyewear experience, it is not only the child that is affected but the parent(s) as well.



6

Environment

- Warm
- Inviting



7

Tip 1: Ditch the white coat!

- White coat syndrome



8



9

Tip 2: Kid's Corner

- Have a kid's specific area
- Toys
- Video games
- Small monitor with kids shows



10

Tip 3: Have your staff smile and keep eye contact




- Something simple as smiling can make a world of difference for a child
- Keep eye contact with the child



11

Tip 4: Calm the parents

- Glasses for the kids can be a scary thing for the parents too.
- Ensure the parents that you will take great care of their kids.



12

Tip 5: Get on their level

- When speaking to children, get down on their level (or as close as you can)



13

Tip 6: Communication

- Communication with both the child and their parent is important throughout the entire visit.



14


Tip 7: Exam room/pretest



15

Educate and Demonstrate staff


- Get everyone on the same page



16

Poll question 2


- Do cats rule and dogs drool?
- A: Cats are awesome!
- B: Dogs are my best friend!



17

Tip 8: Parental and Child involvement

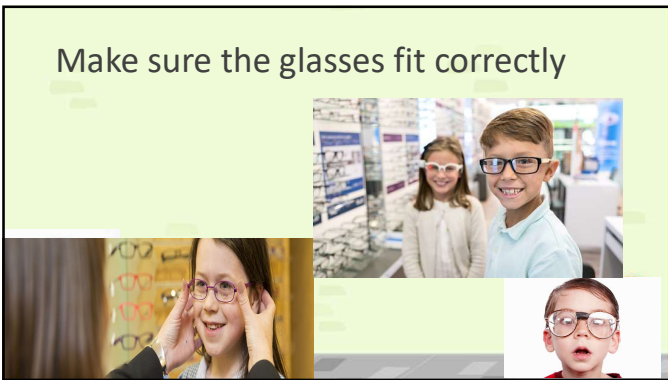
- Now it is time for selecting the eyewear



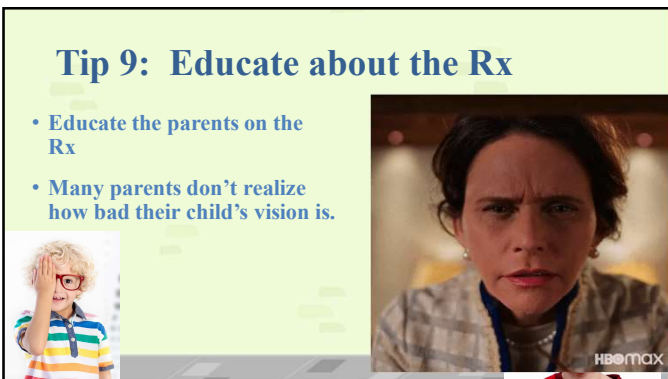
18



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Even then they can still be confused



22

Tip 10: Educate about the frames


- Educate them on the differences in frame materials and qualities



23

Tip 10: Educate about the frames

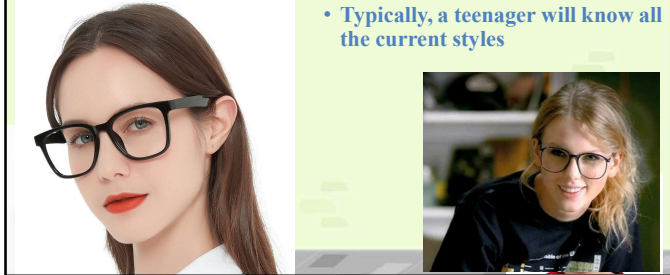
- A large frame may increase the lens thickness.



24

Tip 11: When the child should select

- Typically, a teenager will know all the current styles



25

Tip 12: Frame Material Consideration


- Frames come in many different materials.
- The most common children's frames are plastic
 - Acetate
 - Nylon
 - TR-90



26

Tip 13: Lens Material Consideration


- Most common choice for kids is Polycarbonate
- Impact resistance
- Relatively inexpensive
- UV protected



27

Tip 13: Lens Material Consideration


- 2nd most common is CR39
- I don't recommend it unless absolutely necessary

A composite image showing two children wearing glasses. On the left, a young boy with curly hair and a striped shirt is adjusting his glasses. On the right, a young boy with short hair is looking forward with a surprised expression.

28

Tip 13: Lens Material Consideration

- 3rd most common is Trivex
- I think this is the best choice
- Impact resistance
- Better optics than Poly

A composite image showing a child on the left and a box of Trivex lenses on the right. The box is labeled 'TRIVEX' and features a graphic of a lens. A single lens is shown next to the box.

29

Tip 13: Lens Material Consideration

- What about High Index?

A composite image showing two children wearing glasses. On the left, a young boy with curly hair and a striped shirt is adjusting his glasses. On the right, a young boy with short hair is looking forward with a surprised expression.

30

Tip 14: Lens enhancements

- A/R coatings



31


Tip 14: Lens enhancements

- Photochromics



32


What about teenagers and starting to drive?



33

Tip 15: Frame fitting considerations

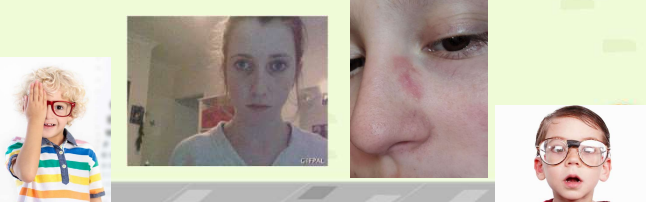
- Proper fitting is key to having the child wear their new glasses



34

Tip 15: Frame fitting considerations

- Hurts patients ears/nose
- Fall off



35

Tip 16: More than one pair- Lifestyle dispensing

- Ask both the parent and child what other activities they do.



36

Tip 16: More than one pair-Lifestyle dispensing

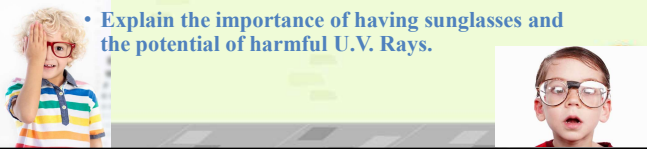
- Create a sports display with a popular local athlete
- Explain the difference between sports glasses and everyday glasses



37

Tip 16: More than one pair-Lifestyle dispensing


- Computer glasses
- Explain the visual demands of staring at a computer many hours a day
- Sunglasses
- Explain the importance of having sunglasses and the potential of harmful U.V. Rays.



38

Poll Question 3

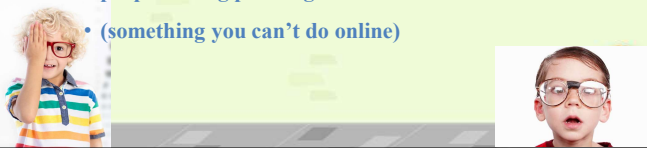
- Do you recommend Blue-Blocking Lenses to Kids?
- A: Yes
- B: No
- C: Only if the parents ask



39

Tip 17: Dispensing the glasses


- Explain to the parent how important it is for the child to be there when they pick up their glasses.
- (something you can't do online)
- Remind them how important it is to have a proper fitting pair of glasses.
- (something you can't do online)



40

Tip 17: Dispensing the glasses

- Show them the proper way to put on the glasses.
- Demonstrate how to properly clean them.
- If pickup in person is not an option, have them come back when they can to make sure everything is ok.



41

Tip 18: Warrantees /Replacements



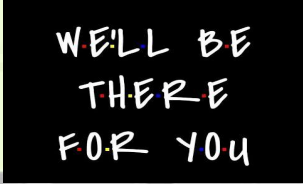
- Have an outstanding warrantee policy
- I suggest to carry frame lines that either have unlimited replacement for 1 to 2 years.
- There are some labs will allow you to replace scratch coated or a/r coated lenses unlimited times.



42

Tip 19: Future purchases for Parents



- Often, when it comes time for the parents to start wearing glasses, they will come see you.



43

Tip 20: Follow up

- I recommend calling the parents a week from the day of dispense
- Ask them how things are going
- If they need an adjustment, have them come back.



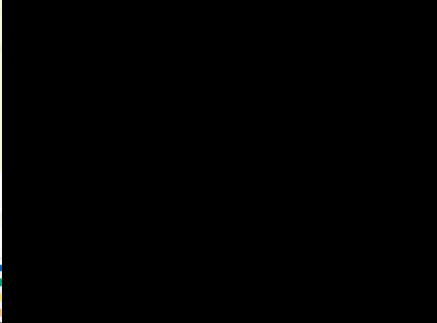
44

What are your favorite tips that were not covered?



45

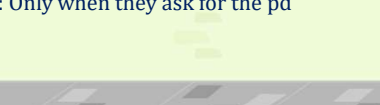
Why we do what we do



46

Poll Question 4


- Do you tell the parent's about the importance of having a licensed optician dispense the glasses versus buying online?
- A: Yes, Always
- B: Never
- C: Only when they ask for the pd



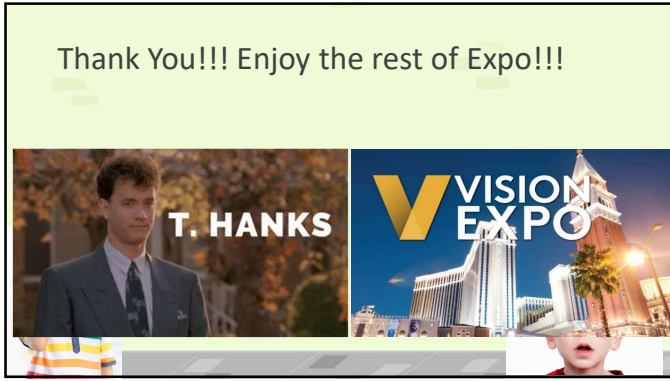
47

Conclusion

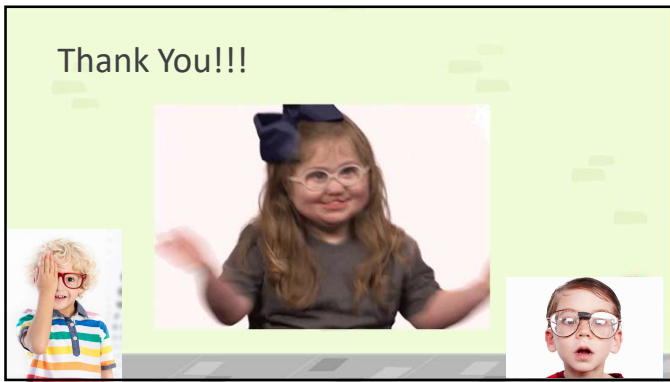
- At the conclusion of the course, the student should have an understanding of the importance of creating a warm and welcoming environment and experience for children (and parent); selecting proper lens materials and enhancements, proper frame material and size for the child; lifestyle dispensing; the importance of educating the parents and children and how to possess proper dispensing, adjustments and warranties.



48



49



50
