

**Only The Best Will Do!**  
ABO Level I - 1 hour

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**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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**Financial Disclosure Statement**

**Andrew Bruce provides consulting services for . . .**

- VSP Optics/UUniversity
- Mitsui Chemicals

- All relevant relationships have been mitigated
- He has NO financial interest in any product presented in this course.

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## Main Points . . .

- For the independent practice to succeed in today's highly competitive eye care industry, it's vital to stand out from the crowd
- Best approach: provide every patient with a great experience by offering *only the best* service, eyewear, delivery, and aftercare
- Every staff member must be on the same page and take pride in representing the practice in the best possible way
- If "stuff" happens, practice policies should be in place to facilitate hassle-free resolution by empowering staff members to "take care of the patient".

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## Industry Stats



- U.S. eyewear market value for 2023 totaled almost \$66 billion
  - Exams ~ \$11 billion      • Frames ~ \$8 billion
  - Lenses ~ \$17 billion      • Contact lenses ~ \$12 billion
- 93% of U.S. adults wear some form of eyewear
- ~ 45,000 brick-and-mortar retail locations in U.S
- How do you compete for your piece of the \$66 billion?

Stats taken from the 2023 Market Insights Report The Vision Council January 2024

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## Only The Best . . .

- Service will do!
- Eyewear will do!
- Delivery will do!
- Aftercare will do!




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Good Examples	BAD Examples
<ul style="list-style-type: none"><li>• Apple</li><li>• Amazon</li><li>• Costco</li><li>• And . . .</li></ul>	Too Numerous To Mention!

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Good Examples	BAD Examples
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What Kind Of Welcome Do Your Patients Receive?	
THE VISION CENTER AT CASCADE PARK	THE VISION THERAPY INSTITUTE
	

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**Only The Best Service And Patient Care Will Do!**

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**It Takes A Village!**



- Almost every staff member influences the patient's experience
- Everyone's responsibility to deliver the best patient experience
- Promotes loyalty and retention.

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**The Receptionist's Role**

- Sets the practice tone
- Manages patient expectations
- Provides positive "to go" feelings.



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### The Technician's Role

- Explains tests
- Reviews history, questionnaire responses, lifestyle activities
- Briefs doctor on pre-test findings.



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### The Doctor's Role

- Entrusted to manage the patient's eye care and eye health
- Patient should feel a personal connection to doctor
- A positive doctor-patient relationship leads to loyalty, patient retention, and increased referrals.



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### Doctor-Optician Handoff



- Following exam, a vital step to retain patient as eyewear customer
- Doctor and optician can forge the link between the exam and eyewear
- Doctor personally transfers the patient's care to the optician.

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### The Optician's Role



- As the eyewear expert, the optician assumes patient's care
- Reviewing doctor's orders serves to ease patient anxieties
- Recommends personalized eyewear solutions.

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### The Entire Team's Role "The 3 Ps"

- Provide every patient with incomparable service and care
- Promote patient loyalty and long-term retention
- Proudly represent the face of the company.



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Only The Best  
Eyewear Will Do!

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### The Optician's Extended Role



- Serve as the patient's trusted advisor
- Educate regarding care, maintenance, adaptation
- Ensure utmost precision, in terms of eyewear fitting, measurements, and fabrication.

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### Lens and Frame Selection



- Discuss lenses prior to selecting frames
- Patients rely on their optician's expert guidance
- Avoid choice overload.

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### Benefits of Premium Frames

- Compliance with ANSI guidelines
- Incorporate premium materials
- State of the art manufacturing processes
- Strict QC standards
- Excellent warranties
- Satisfied patients.




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### Benefits of Premium Lens Designs

- Free-form technology
- Ultimate in precision and customization
- Best visual experience
- Satisfied patients.



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### Benefits of Premium Lens Materials

- Superior optics
- Enhanced clarity
- Superior long-term performance and durability
- Satisfied patients.



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### Premium Lens Enhancements



- Benefits of . . .**
- Photochromics
  - AR coatings
  - Polarization.

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**Only The Best  
Delivery Will Do!**

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**Eyewear Dispense**



- Prior to dispense, all eyewear should undergo an in-house final quality inspection
- Focus on presentation and delivery
- Provide a personalized fitting
- Make it fun! Especially, for pediatric patients.

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**Patient Education**



- Adaptation
- Care and maintenance
- Warranty information.

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**Only The Best  
Aftercare Will Do!**

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**Demonstrate Superior  
Aftercare**

- At dispense, encourage patients to return for routine tune-ups and a professional cleaning
- Send a thank you note
- 1 week post dispense, call to see how they're loving their new glasses, especially important in the case of a re-make
- Stay connected, but respect boundaries.

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**What if?**

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### What if “Stuff” Happens?



What if . . .

- The patient’s preferred frame is on backorder?
- The lenses don’t pass inspection at the lab, so they’re going to be delayed?
- The eyewear doesn’t pass your final quality inspection?

### What’s The Best Way To Handle The Situation?

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### Three Vital Steps

Every employee should *Proudly* represent the face of the company

- **FIRST:** Own it!
- **SECOND:** Apologize for the inconvenience
- **THIRD:** Resolve it!




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### Keep The Patient Informed

- Most patients understand that “stuff” happens in the real world, as long as they’re kept informed
- Opportunity to promote your practice philosophy to not settle for providing its patients anything but the best
- Do NOT simply hope that the patient doesn’t call on their glasses until they’re returned after the remake!

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### Problem Resolution

- Establish hassle-free policies
- Empower your staff
- Learn from examples set by major corporations
- Excellent examples . . .
- Not-so-good examples. . .




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### Dealing With The Irate Patient

- Comply with your company policies
- Don't take it personally
- Listen and show you care
- Validate their frustrations
- Talk slowly and softly
- Reassure them that you'll do what you can to make things right.




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### What Can You Do To Stand Out From The Crowd?

- Less rigid with opening and closing times
- Open the door for the patient
- Recommend the best eyewear solutions, regardless of price
- Demonstrate honesty to earn patient trust
- And . . .

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### To Take Away . . .

- For the independent practice to succeed in today's highly competitive eye care industry, it's vital to stand out from the crowd
- Best approach: provide every patient with a great experience by offering *only the best* service, eyewear, delivery, and aftercare
- Every staff member must be on the same page and take pride in representing the practice in the best possible way
- If "stuff" happens, practice policies should be in place to facilitate hassle-free resolution by empowering staff members to "take care of the patient"
- Differentiate your practice from its competitors by always going above and beyond; because, to succeed, ***Only The Best Will Do!***

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### Q & A

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**Thank You!**

**Speaker Contact Information**

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