



- **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

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Optical Professionals:

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

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



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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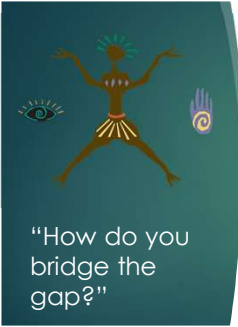
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“How do you bridge the gap?”

- ▶ 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 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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### 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
- ▶ The "keyhole" effect creates up to 30% wider zones
- ▶ 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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"Solutions for Presbyopes"

HOW DO YOU  
PRESENT THE RIGHT  
OPTIONS?

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"Emerging Presbyopes"

"I have eye strain and fatigue, but the doctor said I don't need reading glasses yet"

- ▶ 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



Clear Monomers/  
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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“Maintain Trust  
and Confidence”  
  
Even when  
faced with  
remakes and  
mistakes

“I rarely see this, but it can  
happen”  
  
“This is why we have  
warranties”  
  
“These lenses didn’t pass  
our inspection. I’m sorry for  
the delay, but we want you  
to have the best.”

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“Choose Your Words  
Wisely”

JESSE WALTERS, ABOM  
JESSE@SUMMITOPTICAL.COM

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