

Application for New Course Approval

“Sunwear Sales: The Biggest Missed Opportunity”

Course Description:

This course provides detailed insight to sunwear lenses and the sunglass market and highlights the protection premium sunwear has to offer. We will cover, in depth, the different types of UV and the diseases associated with sun damage and the harmful effects of UV. As well as how to relate this to the education of the patient and sale of premium sunwear.

Topic 1: UV

Time: 10 minutes

In this section we will address what UVA and UVB rays are, what they mean to the patient and what you can do to avoid them. We will also discuss how to protect yourself from damaging UV rays as well as cover the damaging and lasting effects they have on the patient. We will make comparisons with over the counter UV protected sunwear and the protection from premium sun lenses and discuss the differences and the different levels of protection.

Topic 2: Sales Techniques to Educate and Sell Premium Sunwear

Time: 20 minutes

Unheard and undiscussed until now, we will cover the damaging effects of HEV and blue light. We will discuss the effects of HEV, the problems associated with HEV, and how to protect yourself from HEV rays. HEV is the most visible light in the color spectrum and also the most damaging. Until recently, HEV went unmentioned and the effect remained unaddressed. We will discuss the various colors of lenses and provide insight on how the actual color of the lens can help scatter blue rays and provide better vision and better protection.

Topic 3: Diseases associated with sun damage

Time: 10 minutes

An eye opener. We will discuss the most common eye diseases associated with sun damage, UV, and HEV damage. We will discuss white papers and findings on UV and HEV and the lasting damaging effects they can cause and the diseases now associated with them. We will discuss cataract patients before and after IOL implant, pingueculas, photokeratitis and macular degeneration in detail and the ability to prevent or delay these common eye diseases.

Topic 4: Variable levels of protection and color

Time: 15 minutes

This section discusses the variable degrees of protection available through polarized sun lenses, protection offered from non polarized lenses, different tints to aid in protection, and different types of sun lenses provided by various manufacturers. It is here that we can present the solution to the ECP and patients to help them get the correct protection to fit their lifestyle, their needs, and their health concerns.

Topic 5: Demonstrating the health benefits**Time: 5 minutes**

We talk about the importance of doing as you say, we talk about the importance of each optician having premium sun lenses and talking to their patients about their personal benefits and coming down to the patient level. This is helpful in placing new patients in premium sun lenses because if they have not worn them before, it sometimes is easier to take a suggestion from someone else wearing premium sun lenses. We provide in office tools and sales aide at no cost to the opticians so they can easily present sun lenses to their patients.

Learning Objectives:

1. Understand the damaging effect of UV rays on the eye and conditions associated with UV exposure
 - a. Cataracts
 - b. Pterygium
 - c. AMD
2. Sales Techniques to Educate and Sell Premium Sunwear
 - a. Educate on the damaging effects of UV
 - b. How Premium Sunwear Mitigates the Effects of UV
 - c. Features and Benefits Linking to Patient Needs and Pain Points
3. Understanding the damaging effects of UV on skin and the tissue around the eye
 - a. Skin Cancer
 - b. Skin cancer foundation and recommended products
 - c. Skin Cancer Foundation Seal of approval
4. Different coverages by lens
 - a. UV Spectrums
 - b. Blue light blocking options
 - c. Dynamic sunwear vs. fixed

Total time:**1 Hour****1 ABO Ophthalmic Level 2 Credit**