



Singing the Sharpie Blues – Beyond the Blue Dot and Ruler
KARE Consulting, LLC/Eyes On Dementia - Karen Michaelson, ABOC
karen@karenmichaelson.com Website||[Home - Eyes on Dementia](#)

**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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**Karen Michaelson has no financial
interests to disclose.**



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Join me with an open mind in increase your commitment to technology in the optical. It is an open door to the realization that advanced technology is what your patients expect and deserve. There is no better professional to do that other than YOU. Open your mind beyond the measuring tools that are so often used to measure eye wear. Providing the highest quality visual solution and creating an unforgettable experience for your patients must be the rule not the exception.

WHY should we use the technology of digital measuring tools

1. The Why is virtually and literally everywhere – GTS it! (Google That Stuff)
2. Will the real WHY stand up
 - a. Accuracy
 - b. Patient experience
 - c. Profit

Perception vs reality of the WHY the technology is questioned

1. Inaccuracy vs. consistency and professionalism
2. Complex vs. simple
3. We have always done it this way
4. It will make my “job” obsolete

What if they had not and WHY we should be

1. Inventions to innovation
 - a. Printing Press
 - b. DVD to CD to Netflix and beyond
 - c. The Mouse House and Ritz
 - d. Flip that fruit
2. Perception is reality, or is it?
 - a. Manual marking of PD and segment height
 - b. OK to better, ruler to pupilometer
 - c. Lasik will ruin my optical sales
 - d. What do patients remember?
 - e. The bottom line

Technically Speaking – Effective vs precise methods

1. We are human, expect inconsistencies
2. Technical consistency matters
 - a. Digital measuring device data stability data
 - b. Power, design and perfection
 - c. Digital measuring options available



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The Bottom Line

1. Professionally delivered technical experience
2. We get paid extra on some vision plans?
3. Increased sales of perfect visual solutions
4. Reduced errors, reduce cost of goods
5. Make it a beautiful experience