

Don't Be Left Out - Enhanced Visual Solutions for all Ages
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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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**Karen Michaelson has no financial
interests to disclose.**

You have most likely heard your clientele or patient base ages with your business. That is why it is not an option to be blind to any generation. This course is intended to help you uncover

additional opportunities to offer current and attract new clients and patients. Explore new technologies and offerings to enhance all aspects of their life and visual experience. When you use this information and apply the strategies it will enhance lives and your repetitive sales will grow for the right reasons. Creating bespoke, personalized solutions is fun, rewarding and will set you far apart.

The reality of age, perception is not reality

- The Greatest Generation – born 1901-1924
- The Silent Generation – born 1925-1945
- The Baby Boomer Generation
- Generation X – born 1965-1979
- Millennials – born 1980-1994
- Generation Z – born 1995-2012
- Gen Alpha – born 2013 – 2025

Generation breakdown or breaking down the generations

1. The Greatest! – Our Loved Ones

- a. Visual needs
- b. Visual struggles

2. All but silent

- a. I still can do it!
- b. Loyal and willing

3. BOOM baby

- a. Gratification and Growth
- b. Run hard, run fast

4. X Marks the Spot

- a. Tech savvy
- b. Balanced

5. Large and in charge millennials

- a. Socially responsible
- b. Work hard, play hard

6. X marks the spot

- a. Fiercely Independent
- b. Explorers

7. Alpha strong

- a. Technical and socially keen
- b. Influencing and influencers

Pop the questions in the right way

Even one step forward in understanding generational patterns will help you relate and be more relatable to every generation. Talking points will be shared to create engagement that leads to the perfect visual solution.

Knowledge = Decisions = The perfect visual solution

- a. There is power in the lane – Doctor responsibility
- b. The RX is the RX, stop the guessing
- c. Prescribe and advise vs. recommendations
- d. Avoid the pigeonhole of "computer lenses"
- e. BVD and beyond
- f. Small environments

4. Conclusions not convolution

- a. Become the expert, YOU are the expert
- b. Know your approach
- c. Be confident in advising what is best, select your technology
- d. Partner with your patients to create their perfect visual solution

5. BONUS – Big bonus

- a. Increased revenue
- b. Dovetail sales for years