**FRAME BOARD MANAGEMENT, PARTING IS SUCH SWEET SORROW** Jackie O'Keefe, LDO

Ophthalmic frames and plano Sunwear sales can have a huge impact in your practice. How closely are you keeping track? Are the frames on your boards really selling? Perception may be that yes they are selling, however numbers don't lie. This course looks at reasons why frames may not be turning over and provides the tools to mathematically calculate frame turnover rates. You will leave this course with a clear understanding of how to determine which frames are not turning over and what steps to take in replacing them.

As a result of this course, the student should be able to:
1. Analyze frame sales.
2. Calculate frame turnover rates.
3. Manage frame inventory for profitability.

notes: