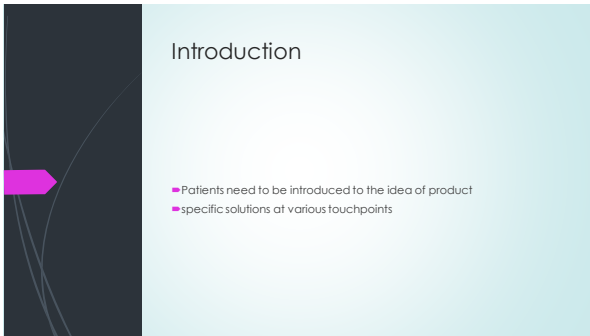
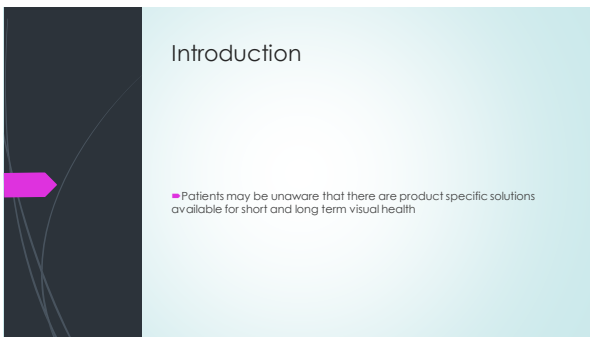




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Introduction

- Why do you make recommendations?
- Do you believe it's in the patient's best interest?

4


CLUES



5

Family History

- Patient
- Family Members



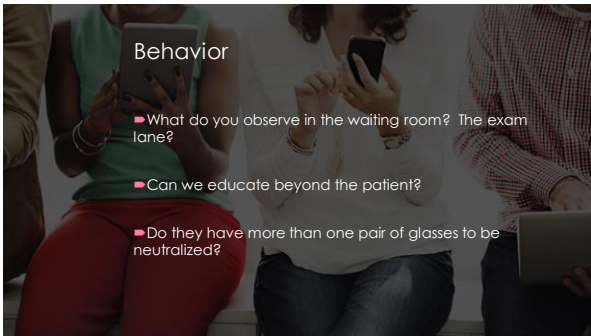
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Lifestyle Questions

- How do they like their current vision correction products?
- What activities, occupations, hobbies do they participate in?
- How could those impact their vision and ability to perform?

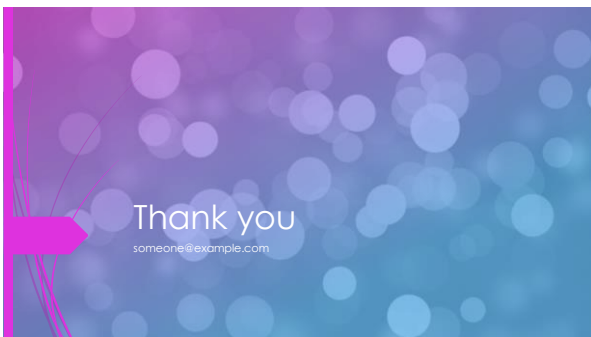
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Behavior

- What do you observe in the waiting room? The exam lane?
- Can we educate beyond the patient?
- Do they have more than one pair of glasses to be neutralized?

8



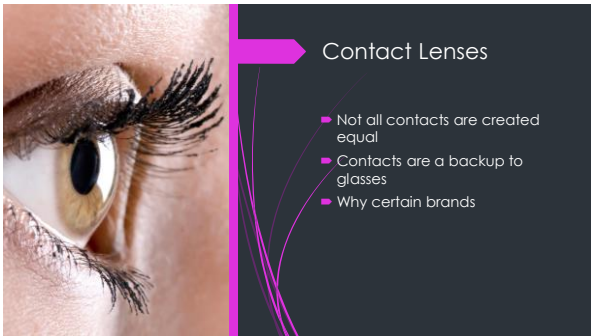
Thank you

someone@example.com

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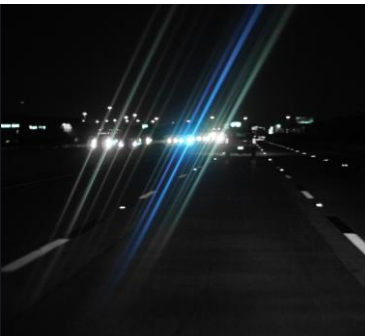
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Anti-Reflective Treatment

- Who can it benefit?
 - Any, but particularly, high prescriptions
 - Night driving
 - Cataracts
 - Cosmetic



13

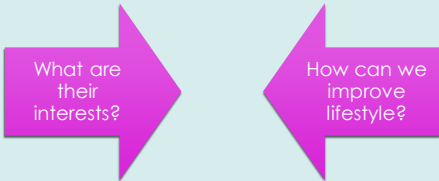
Blue Light Reducing Treatments

- Educate – don't scare
- Multiple options
- Macular Degeneration



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Hobby/Lifestyle Specific



What are their interests?

How can we improve lifestyle?

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Occupational Eyewear

- Computer specific lenses and treatments
- Plumbers, mechanics, etc



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Sports

- Specific frames
- Specialty Tint



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COMMUNICATE
COMMUNICATE
COMMUNICATE



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With The Patient

- What type of language?
 - I would recommend.....
 - In my opinion.....
 - From my experience.....
 - Other patients.....
- What is important to the patient?
 - You mentioned.....
 - I heard you say.....
 - What is most important to you?

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With The Doctor

- Communicate the patient's wants, needs, expectations, and concerns to the doctor in front of the patient
- Collaborate with the doctor on product solutions
- Doctor reinforces the recommendations

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Product Knowledge

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Product Knowledge

Which products are good solutions for specific patients and needs?

You don't have to know all the details, but enough to educate and intrigue the patient

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Patient's best interest and visual outcome should always drive recommendations

Care for more than just the patient in front of you

Techs have great influence in best patient care

Conclusion

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Thank you for attending!

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