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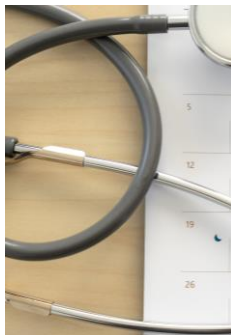
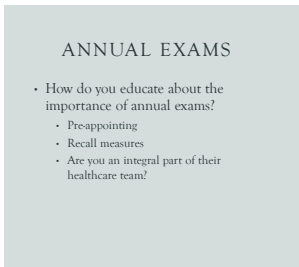
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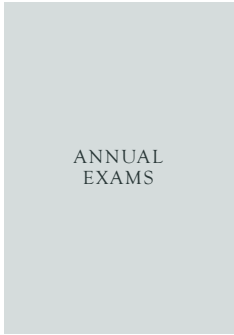
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PRESCRIPTION



- Is it more than just a prescription?
- Do they know that? How?

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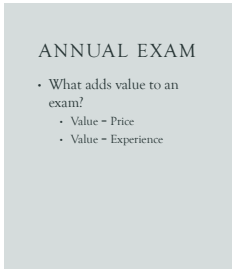
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ANNUAL EXAM

- What adds value to an exam?
- Value = Price
- Value = Experience

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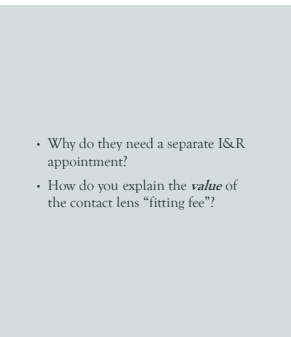
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CONTACT LENS WEARERS

- Why do they need a separate I&R appointment?
- How do you explain the *value* of the contact lens "fitting fee"?

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CONTACT LENS WEARER

- How do you help prevent overwearing of lenses?
- Do you share the consequences?

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CONTACT LENS WEARERS

- Contacts are the back up to glasses
- How can we deliver this message and encourage compliance?

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VISUAL HEALTH

How can I restore the vision I have lost?

How can I retain the vision I still have?

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VISUAL HEALTH

- UV Protection
- Sunwear
- Blue Light



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VISUAL HEALTH

- Sports eyewear protection
- Household eyewear protection



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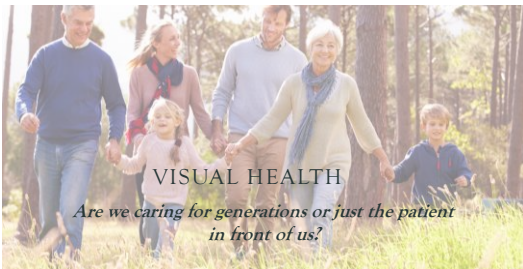
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VISUAL HEALTH

*Are we caring for generations or just the patient in front of us?*



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EYEWEAR

- Cleaning
- Care



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DRY EYE

- Lifestyle changes
- Nutraceuticals
- Environment

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DRY EYE

- Water
- Makeup



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NO SHOWS

- How do you reduce no shows?
- What do you do about no shows?

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CONCLUSION

- Help your patients be active participants in their eyecare journey
- Add value to their visit at every touchpoint



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