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Introduction

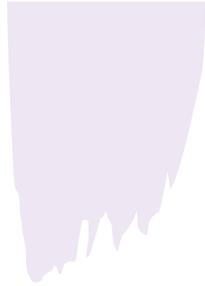
WHAT ARE THE COSTS OF REMAKES TO THE
PATIENT AND TO THE PRACTICE?
Money
Morale
Reputation



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Introduction

WHO INCURS THE COSTS OF REMAKES?
WHAT DO YOU DO ABOUT REPEAT OFFENDERS?



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The Eight Rules to Avoid Remakes

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Eight Rules

Use professional judgement in changing lens styles

Check PDs and base curves

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Eight Rules

Listen to patient's needs

Explain what to expect before and after

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Eight Rules

Take your time – don't rush

Double check all measurements

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Eight Rules

Ask the doctor if you have any questions

Consult with the lab for best solutions before ordering

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Needs and Expectations

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What methods do you use to uncover needs?
What touchpoints do you utilize?



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Can you address unknown needs?
How can you manage patient expectations?



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Don't force products on patients

Spiffs vs Incentives

How do proper recommendations lead to lifelong patients?



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- What would you want your mother or grandmother to have?
- Always have better, best and good solutions available



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- Matching their needs and expectations with appropriate product solutions
- Don't pre-judge style or pocketbook



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Avoiding Buyer's Remorse

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Avoiding Buyer's Remorse



Link benefits of product to wants/needs expressed by patient



What language can you use to convey value and benefits?

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- Are you presenting unrealistic expectations?
- How can you avoid buyer's remorse on:
 - Frames
 - Price
 - Objections



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Create a Troubleshooting Action Plan

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- Have a standard procedure in office for verifying lenses
- Avoid making the patient retell their complaint

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Conclusion

A WELL THOUGHT OUT PLAN TO AVOID RE-MAKES WILL SAVE MONEY, TIME, AND MORALE FOR EVERYONE INVOLVED - PATIENT AND STAFF ALIKE

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