

Patient Focused Dispensing Notes
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Overview

- **Its all about the Patient**
 - Focus on needs!
 - Keeping it simple!
- **Meeting the Patient's Needs**
 - Recognize Concerns
 - Investigate Needs
 - Share Recommendation
 - Keeping Focused (Education)
- **Putting it all into Practice**

Its all about the PATIENT

- **There's a lot to know about eyewear...**
 - Thousands of different frames
 - Hundreds of different progressives
 - Dozens of coatings, filters, and treatments
 - Countless insurance plans & other considerations
- **The typical eyewear consumer...**
 - Buys glasses once every 2 years or so.
 - Doesn't really know much about glasses.
 - Views eyewear as a "*necessary evil*."
 - Buys glasses because "I need them..."
 - wants to see well and look good...
 - and doesn't want to spend more than necessary.
- **For example, the last time you purchased tires**
 - You buy them every few years...
 - You probably aren't a "tire expert..."
 - You bought them because "you needed them"
 - You wanted them to perform well,
 - and still look decent...
 - ...but you didn't want to overpay!
 - What would have made you a Happy & Confident tire consumer?

Its all about the PATIENT

- **Use language they understand.**
 - Anti-reflective = no-glare
 - Hydrophobic = easy to clean
 - Progressives = no-line bifocals (or no-lines)
 - Photochromic = lenses that change
 - Polycarbonate = impact resistant
 - High Index = thin
 - Intermediate = arms length
- **Ask the right questions to discover needs.**
 - OUTDOORS makes people think of *camping*.
 - OUTSIDE is someplace everyone goes.
 - HOBBY evokes images of *stamp collecting*.
 - SPARE TIME is something everyone has.
- **Make a recommendation to meet those needs.**

Uncovering & Meeting Needs

- **The RISK™ Dispensing Protocol**
 - **Recognize Concerns**
 - All about having a CONVERSATION
 - Includes an Introduction
 - Confirm a concern before you solve it
 - Ask permission to ask questions
 - Until recognized and addressed it remains an obstacle
 - **Investigate Needs**
 - Understand the difference between Needs and Wants
 - Needs you are expert
 - Wants forces the consumer to be the expert
 - Avoid close ended questions (simple Yes or No answers)
 - Open ended questions uncover needs
 - **Share Recommendation**
 - Matching products to uncovered needs
 - Recommendation always in the form of a complete solution
 - Tie the performance back to uncovered needs
 - **Keeping Focused (Education)**
 - Presentation of cost
 - Address concerns with education
 - Trade-offs
 - Emphasize value