

Progressive Thinking -
Eliminate Past Negative
Experiences with Progressive
Lenses



Phernell Walker, II, MBA, ABOM
International Speaker & Author

About the Speaker

Phernell Walker, II, MBA, NCLC, ABOM

- Master in Ophthalmic Optics
- Master in Business Administration
- Bachelor of Science in Business
- Associate of Science in Opticianry
- ABO Certified
- NCLE Certified
- Author of text-book, Pure Optics
- Joe Bruneri Award in Optics, Association of Schools Colleges of Optometry
- Beverly Meyers Achievement Award in Ophthalmic Optics



Contact Information

Phernell Walker, II, MBA, NCLC, ABOM

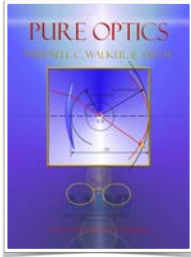
www.pure-optics.com

phernell@pure-optics.com

Copyright 2003-2019, Phernell Walker, II, MBA, ABOM

References:

Pure Optics
by
Phernell Walker, II, MBA, ABOM



Copyright 2009-2019, except from Pure Optics textbook by Phernell Walker, II, MBA, NCLC, ABOM

COURSE OBJECTIVES:

- Digital Free-form technology
- Digital personalized progressive technology
- Apply the features and benefits of lenses created with Free-form technology
- Recognize and communicate the patient benefits of Free-form lenses
- Identify the benefits of progressive lenses

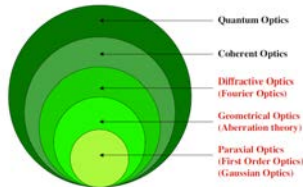
Progress in Progressive Lens Designs



We've come along way from lenses of yester-year to remarkable lenses that patient's love.

There's been a quiet revolution in progressive lens design over the past 32 years.

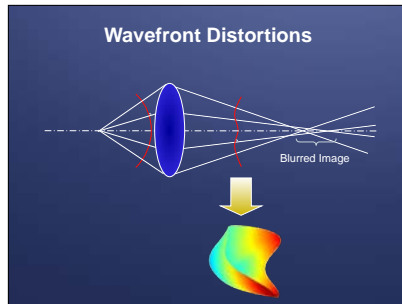
Optics

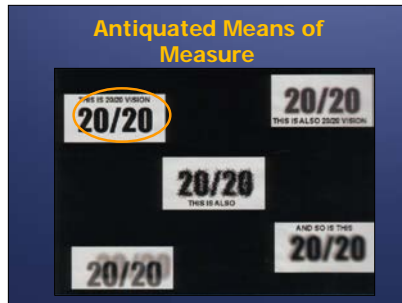


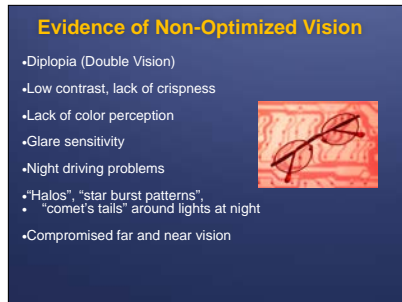
Origin of Wavefront in Astrophysics

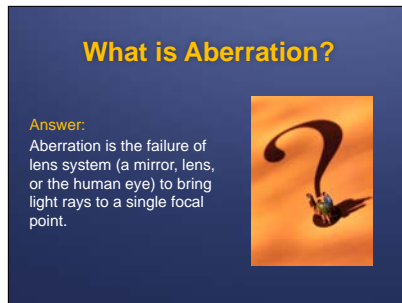
- Wavefront was used in astronomy to neutralize optical aberrations seen through telescopes
- Astronomical aberrations occur due to earth's constant moving atmosphere
- The technology was adapted to other optical lenses and the human eye
- Aberrations were an early Hubble challenge











Lens Aberration

Types of Aberration:

- Chromatic (Transverse)
- Spherical
- Coma (Comatic Flare)
- Radial Astigmatic Error
- Curvature of Field
- Distortion (Barrel and Pincushion)

Zernike Modes

Quantifying & Classifying Aberrations

Lower Order Aberrations

- Spherical component
- Astigmatism

Higher Order Aberrations

- Measured as Zernike polynomials (modes)
- Compromised 20/20 vision

Higher Order Aberrations

Higher Order Aberrations:
any refractive error that cannot be measured and addressed with conventional systems

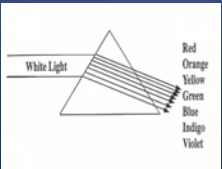
- Examples include coma, spherical aberration, trefoil.

Higher order aberrations make up approximately 20% of total refractive error.

Chromatic Aberration

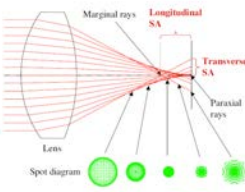
Chromatic aberration or chromatism is the dispersion of white light into it's natural component colors:

- Red = 656n
- Orange = 610n
- Yellow = 588n
- Green = 510n
- Cyan = 486n
- Indigo = 410n
- Violet = 380n



Monochromatic aberrations (Seidel aberrations)

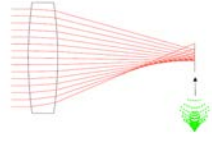
→ Spherical Aberration



Labels: Marginal rays, Longitudinal SA, Transverse SA, Paraxial rays, Lens, Spot diagram.

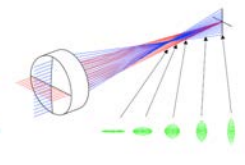
Monochromatic aberrations (Seidel aberrations)

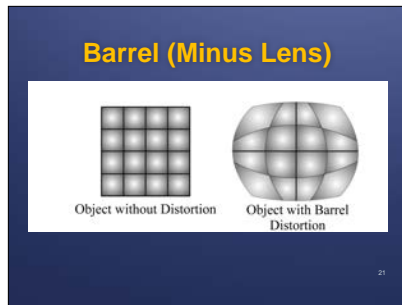
→ Coma

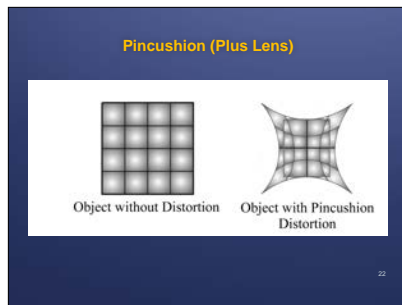


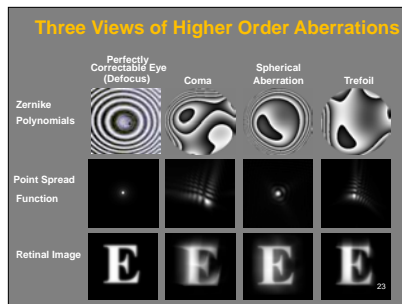
Monochromatic aberrations (Seidel aberrations)

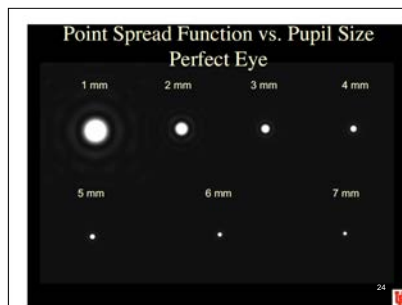
→ Astigmatism

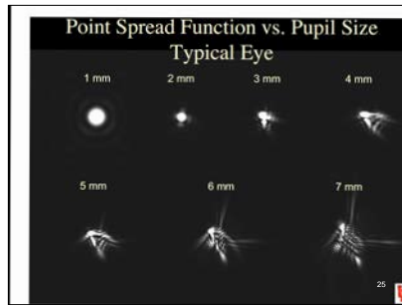












WHAT IS FREE-FORM TECHNOLOGY?

- "Free-form" lens surfacing allows the placement of complex, nonsymmetrical optical surfaces directly onto lens blanks - one lens at a time
- Sometimes described as "Direct Surfacing" or, "Direct Digital Surfacing"
- Produces progressives, and aspheric and atoric single vision lens designs

BENEFITS OF FREE-FORM TECHNOLOGY

"Free-form" allows for the production of more sophisticated lens designs with extensive customization for the wearer - one lens at a time

- Improved designs with no compromises
- Improved designs with no averaging
- Improved lenses with fewer defects - Free-form lenses are formed with an accuracy within 1/1000th of a mm.

WHAT IS FREE-FORM TECHNOLOGY?

"Free-form" can offer various manufacturing efficiencies - one lens at a time

- No costly inventory sitting on a shelf - "just in time manufacturing"
- Create the lens as needed - Never out of stock

DIGITAL LENSES

The most complex, customized, atoric and symmetric lens designs can be created to include:

- Back surface progressives; enhanced vision
- Longer corridor progressives; slow rate of peripheral astigmatism
- Dual Surface Designs

Is Free Form a Design?

Free-form Technology is a manufacturing process to replicate the target design. It is not a design itself. Rather it is a method to create the design.

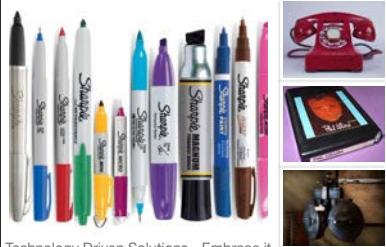
- May be used simply as a substitute for traditional semi-finished lens surfacing
- The design must be sophisticated to produce premium results



Embrace Technology in your optical



Copyright 2003-2018, Phernell Walker, B. MBA, ABOM



Technology Driven Solutions - Embrace it

Copyright 2003-2018, Phernell Walker, B. MBA, ABOM



Digital Measuring System

- Measures Pupillary Distance (Distance and Near)
- Vertex Distance
- Pantoscopic Tilt
- Face Form (Frame Wrap)
- Box Dimensions - A, B, DBL and ED

28

Motivating Factors of Business

Patients are motivated to do business with you for only one of two reasons they make either:

- Intellectual Decisions
- Emotional Decisions

If you deliver premier patient care, maybe they will do business with you for both reasons.

Intellection Decision

Stimulating a response based on factual information such as statistical data, price, feature focused.


PERIODIC TABLE OF THE ELEMENTS

Emotional Decisions

Stimulating a response based on a feeling or emotion such as the experience, trendy, warm and fuzzy, benefit focused.



Which is More Powerful?



The emotional motivator is far more powerful than the intellectual response.

Lost Opportunity

Every time we fail to reach a patient on a deeper emotional level, we increase the risk of losing the patient to someone who will.

COMMUNICATING WITH PATIENTS


“Real time” customization based on

- Use, lifestyle activities
- Prescription
- Position of wear

The “best customer for the best lens” approach through customization


Do You know Your Patient?

- 1) Greet
- 2) Meet
- 3) Seat



Know Your Patient


How many of you really know your patients?



Greet

The greeting should have nothing to do with the Eye Care Business.

It should be in the form of an "Open Ended" Question.



Meet

Why do we ask open ended questions? Allows us to elicit verbal responses and build a report.

The patient should be doing 80% of the talking and the Eye Care Professional should be doing 20% of the talking.

Seat

Creates a comfortable, relaxing environment and allows the patient to feel welcome.
Your seating area should reflect current times, clean and inviting.



Selling Lenses First

- Lenses First
- Frames Next




What Do Our Patient's Think of Us?

Trust Me




No Solutions Experience

I recently went shopping for a new scanner for my computer.
What's the difference?



I Knew More About The Product Than the Salesman!

I asked what's the difference, he said,
"About \$20.00"



People Understand Technology

Compare technology that people understand and value:

- HD Television
- iPad Retina Display
- Digital vs. Analog




Price Vs. Value


Price is what you pay for something.

Value is what you get after you've paid.

These are at odds in the patient's mind.



Don't Play the Price Game



Define and Create Value in Free Form Technology

How can you put a finite price on the value of vision?

Never apologize for your Usual and Customary Fee for Progressive lenses you offer.

Benefits Sell, Features Don't!

Questions and Answers



Progressive Thinking -
Eliminate Past Negative
Experiences with Progressive
Lenses



Phernell Walker, II, MBA, ABOM
International Speaker & Author
