MARKETING BENEFITS, NOT PRODUCTS:  
Meeting Patient Optical Needs

I   Introduction (Make the Sale vs. Meeting Needs)  
    A. “Make the Sale! Example: Car Salesperson  
    B. “Meeting Needs” Example: Utility or usefulness to patient

II   Benefit vs. Product: Extolling benefits instead of closing the sale  
    A. UV 400  
       1. Product: UV protection filters out the short wave radiation of ultra-violet light  
       2. Benefit: UV protection in your glasses protects and helps prevent early onset of cataracts and macular degeneration. Also, the skin around the eyes is protected from the harmful effects of UV rays. Works for the eyes like sunscreen works on the skin
    B. AR Coating  
       1. Product: Premium AR Coating is a bonded material that improves and increases the amount of light passing through the lens.  
       2. Benefits: Improved visual acuity, cuts glare therefore reflection of on-coming vehicle lights is decreased thereby improving night vision and effectually eliminates eye fatigue when reading under fluorescent lights and working on a computer, also cuts glare from your lens when people are looking at you and in pictures, every high index lens needs AR Coating
    C. Trivex Lenses  
       1. Product: This is the lightest lens material on the market. It is as impact resistant as polycarbonate lens but has better optics and superior tensile strength.  
       2. Benefit: Thinner and lighter than plastic, the same impact resistance as polycarbonate lens without compromising the optics, the best choice for drill mounted lenses due to the tensile strength, comes with UV protection
    D. High Index Lenses  
       1. Product: High Index lenses allow for more efficient bending of the light rays with less material involved. Resulting in a much thinner lens.  
       2. Benefit: For the myopia patient or minus prescription it makes for a thinner lighter lens, for the hyperopia patient or plus prescription because of its aspheric design eliminates the magnification of the patient’s eyes as you look at them and it also eliminates magnification they see which helps with their depth perception, comes with UV protection
E. Polycarbonate Lenses
   1. Product: Polycarbonate lens material is one of the strongest and safest lens material available and is more impact resistant than plastic, hi-index plastic, or glass. It is also thinner than plastic.
   2. Benefit: Provides more protection against unexpected impacts and subsequent breakage, children should all be in Trivex or Polycarbonate lenses (Duty to Warn if parents don’t accept these materials), thinner than plastic, comes with UV protection

F. Photochromatic Lenses
   1. Product: A lens that automatically darkens as the light increases to keep the patient comfortable in changing light.
   2. Benefit: Very good lens for patients that are light sensitive, however does not change well in a vehicle due to UV protection in the windshields, comes with UV protection

G. 2nd Pair of Glasses
   1. Benefit: For contact lens patients it provides a rest for the eyes from continuous contact lens wear also if they were to have an infection or other eye problem that would result in suspended contact lens wear they would still have good vision
   2. Benefit: For presbyopic patients a pair of computer glasses designed specifically for computer use is an excellent second pair of glasses
   3. Benefit: Patients with a high prescription would benefit from a second pair in case of breakage or lost glasses

H. Polarized Sunglasses
   1. Product: Tinted lenses that cut the glare when out in the sun. To further enhance these lenses add AR coating on the backside and you will have the ultimate sunglass
   2. Benefit: Provides comfort during bright light conditions and help reduce eye fatigue, all contact lens wearers need a pair of sunglasses because they are more light sensitive than glasses wearers, Polarized sunglasses cut glare off windshields and water for better vision and comfort in the sun, backside AR will cut the glare you would get from the back of the lens

III Benefit Dispensing
   A. Continued maximum care and assurance
   B. Presentation of glasses
      1. Never use filing tray
         a. glasses are a significant monetary purchase
         b. you should place equal value on them, not just a sale
      2. Use a jeweler’s tray
      3. Reassure them of the benefits that they are purchasing
   C. Be sincere while complimenting the patient’s choice
      1. If you have done your job, this should come natural
      2. Point out unique features
D. Explain proper use and benefits
   1. multi-focal lenses require instruction
   2. be enthusiastic
   3. positive attitude ("you can do it")

E. Always maintain control of the dispensing process
   1. Let the patient place glasses on their face
   2. Adjust
   3. Check use (multi-focal)
   4. Explain use by head movement vs. eye movement
   5. After adjustment is complete, ask patient how they look and feel
   6. Always schedule a follow-up adjustment

F. Explain proper care and maintenance

IV Insurance and Profitability In Today’s Practice
   A. There is an increase in the # of insurance patients seen
      1. Exam fees
         a. many reduced to 50% of customary
         b. this is the first place doctors begin to loose money
      2. Dispensing fees
         a. a “gratuity” to cover cost of dispensing
         b. added to exam fee, office does good to break-even
      3. Material cost
         a. some insurance companies barely cover cost, some do not
            even cover that much
         b. not allowed to bill difference to patient
   B. If insurance patient leaves after exam with inexpensive frame with CR39 plastic, scratch coated lenses, you barely break-even.

V Optical dispensary sales
   A. Optical is where practices’ money comes from
      1. Selling add-ons is not just dollars
      2. Patients may derive benefits from material, design, or treatments
   B. Never say “your insurance covers……”. We are not their insurance coordinator
      1. Explain benefit of product
      2. Explain charges with and without insurance
      3. Your balance is ________.

VI Summary: Some patients may come into the office and be price conscious, some will not. However, it is not your responsibility to pre-judge what each patient can afford. It is your responsibility to offer the best eye care and best vision products to each and every patient. Remember, patients can derive benefits from treatment, product design, and/or product material. You cannot market a benefit if you do not offer it!