



Sunglasses - They're Hot!

ABO Level I - 1 hour



Andrew S. Bruce, LDO, ABOM, NCLEM, FCLSA

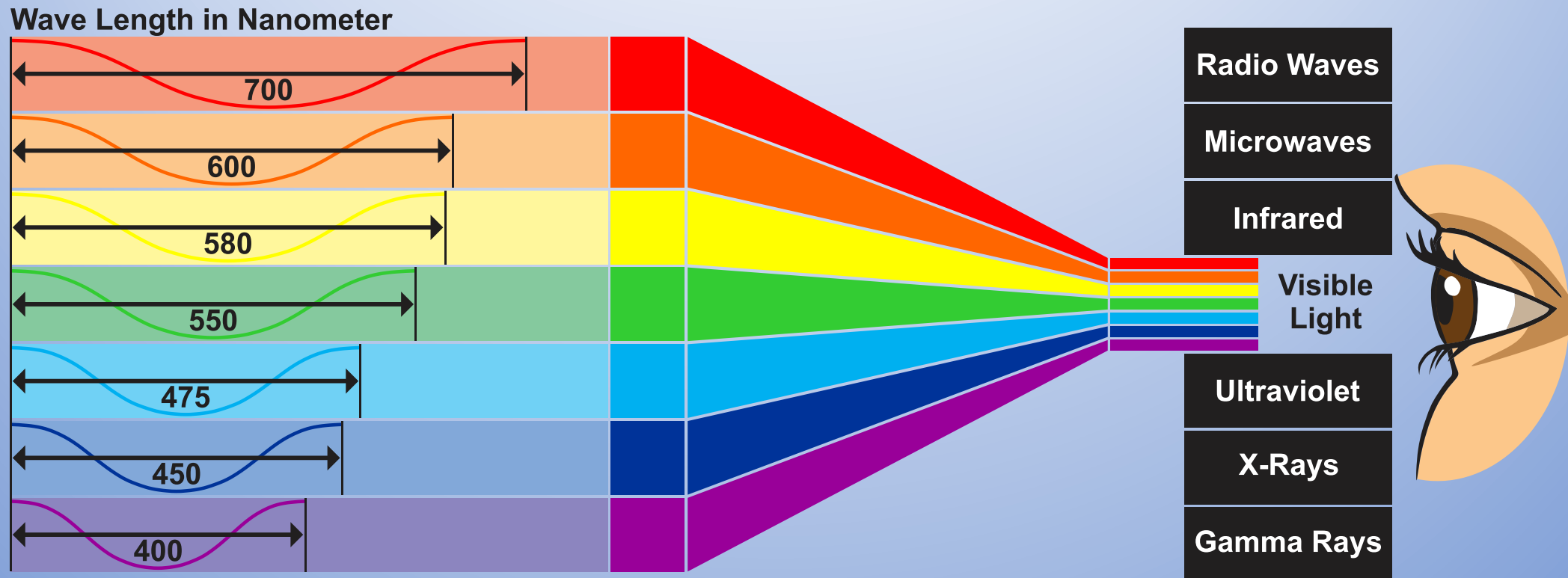
Contact: asbopticianry@gmail.com

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Three Main Points . . .

- Our patients' long-term eye health can be seriously compromised by the effects of UV radiation
- We have a responsibility to recommend the best eyewear solutions, period! Our patients rely on us to do so
- Regardless of our role in the eye care team, we must all help spread the word that not all sunglasses are created equal.

Light Theory & The Electromagnetic Spectrum



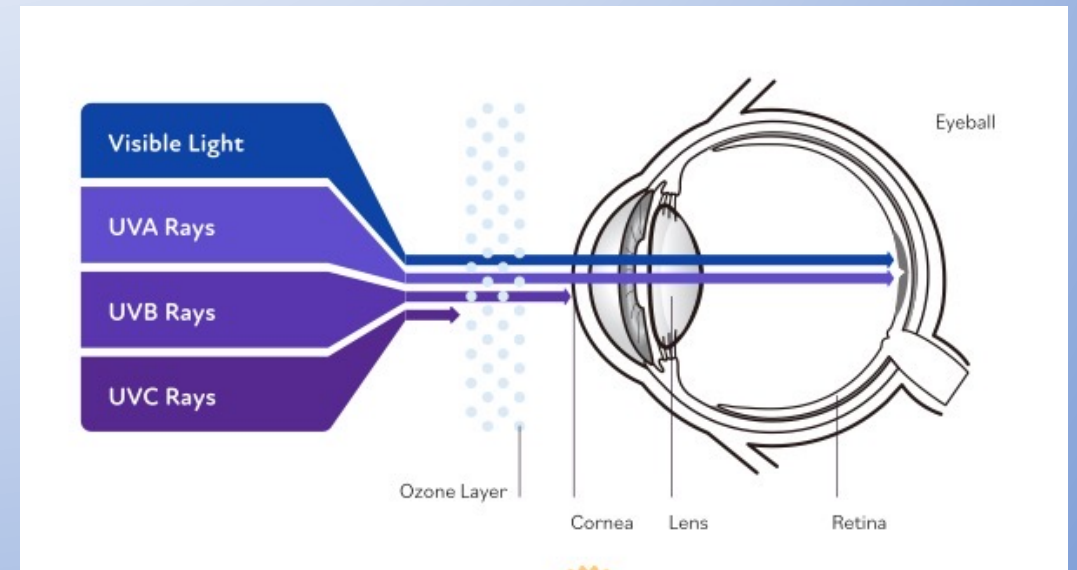
Ultraviolet Radiation and Ocular Effects

UV-C (100-280nm)

UV-B (280-315nm)

UV-A (315-380nm)

- UV band filtration
- Variable intensity: geography / time
- Ocular effects . . .
 - Photokeratitis
 - Cataracts
 - Macular Degeneration
 - Eye growths.



Improving Consumer Awareness



- Dermatology accomplishments
- Australian campaigns: *Slip, Slop, Slap!*
- AOA: 40-50% lifetime UV exposure by age 20.

Eye-Opening Stats

- In 2023, plano sunglasses sales in U.S. totaled over \$5 billion
- Percentage purchased in an independent optical store? **5%**
- Top purchased plano sunglasses brand? **Ray-Ban**
- Scary numbers **19% paid \$10 or less**
31% paid \$11-\$24.



AMERICAN
OPTOMETRIC
ASSOCIATION

Recommendations

- Attenuate 99% UV-A & UV-B
- Screen out 75% to 90% of visible light
- Lenses are perfectly matched in color
- Distortion and imperfection free
- Lenses are grey for proper color recognition
- Frame fits close to eyes and contours face.

Not All Sunglasses Are Created Equal

- Value of investing in premium quality sunglasses
- Premium vs. \$9.99 specials
- Stability of UV protection
- Quality of optics and vision
- ANSI compliance.





Z80.3 – 2018

Standard for Plano Sunglasses

Compliance is
“Completely Voluntary”



The Frame's Role

- Size matters!
- Wrap eyewear benefits
- Sports protective eyewear.



Sunglass Options



- Tint with UV400 protection
- Polarized
- Photochromic
- Polarized photochromic.



Tint plus UV400 Protection

- Solid / gradient / bi-gradient
- Lens transmission vs. absorption
- Lens color options and their effects
- How important is UV protection *if* a lens is tinted?
- Common consumer misconceptions
- Tinting different lens materials.



Managing Glare

- Discomforting
- Disabling: direct vs. reflected.



Polarized Lens

- Functionality
- Transmission options
- Color options
- Benefits . . .



Photochromic Lens

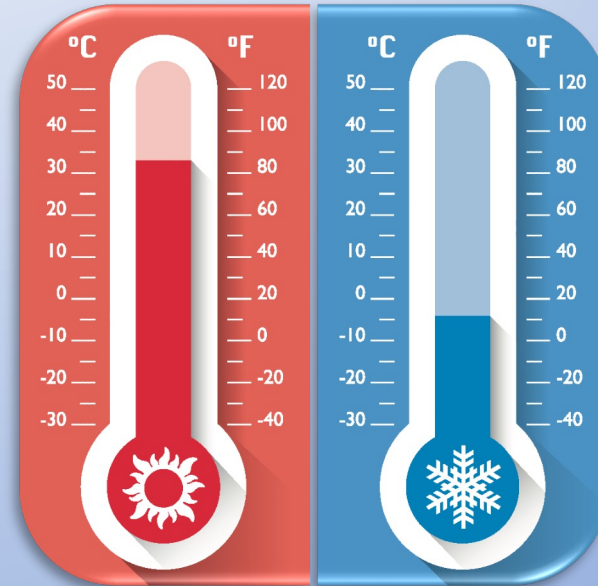
- Functionality
- Design/technology options
- Color options
- Pros and cons
- How to present photochromics.

Catalysts For Change

UV Light Energy



Temperature



TEMPERATURE INFLUENCE



Cold temperature:

- Very dark when activated
- Slower to deactivate

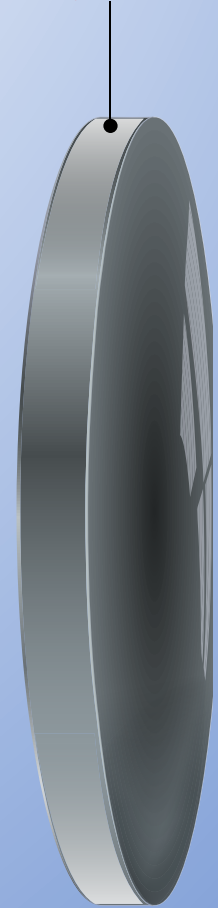
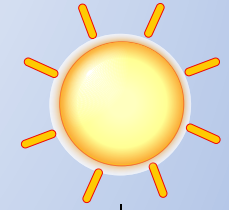
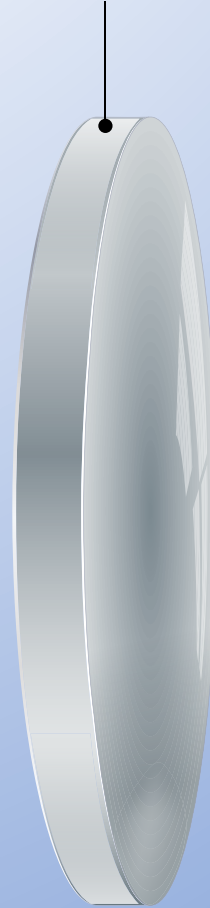


Hot temperature:

- Not as dark when activated
- Faster deactivation

MATERIAL INFLUENCE

- Lens material can influence photochromic response
- Advances in chemistry & technology have improved consistency across all materials.



Polarized Photochromic



- Functionality
- Benefits . . .

Children's Sunglasses



Early intervention is vital to prevent ocular damage from the accumulative effects of UV exposure.



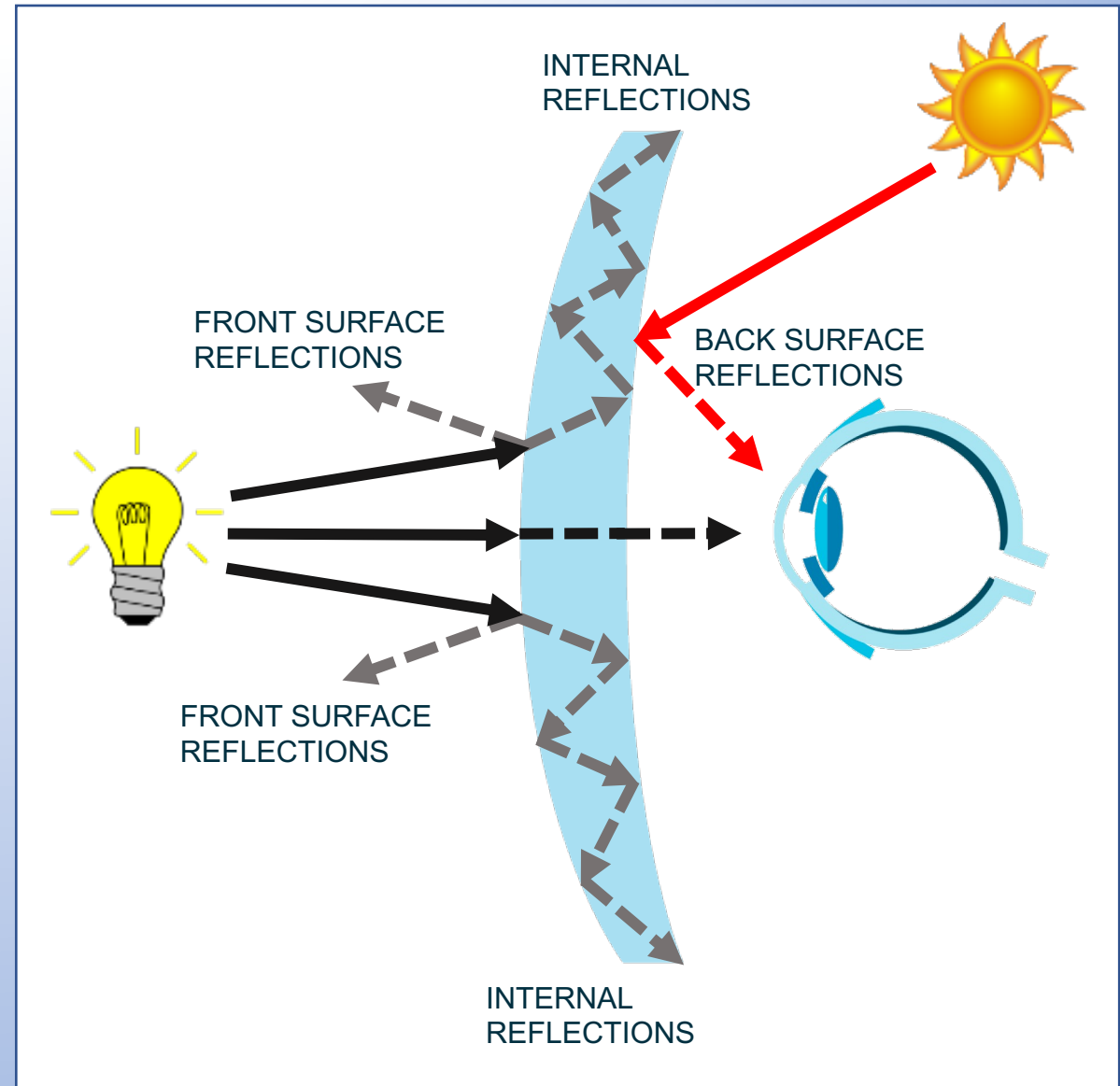
Activity-Based Sunglass Preferences

- Fishing
- Snow skiing
- Water sports
- Driving
- Pilots.



Do Sunglasses Need AR Coatings?

- Why wouldn't they?
- Backside only?
- Benefits . . .



Mirror Coatings

- Functionality
- Solid / gradient / bi-gradient
- Color options
- Importance of backside AR
- Benefits . . .



Don't Forget Your Contact Lens Wearers

- Recommend plano sunglasses to ALL contact lens wearers
- Offer a discounted *TOTAL* package . . .
 - Annual supply of contacts
 - Updated Rx eyewear
 - Plano sunglasses
 - Serves to set your patient up for success.



Location, Location, Location

- Establish a reputation as the “go-to” location for premium quality sunglasses
- Have a dedicated, well-stocked sunglasses display area in your dispensary
- Present a variety of styles and options
- Include some sunglasses among your dress frame displays.



To Take Away . . .

- Our patients' long-term eye health can be seriously compromised by the effects of UV radiation
- We have a responsibility to recommend the best eyewear solutions, period! Our patients rely on us to do so
- Regardless of your role in the eye care team, help spread the word that not all sunglasses are created equal
- Recommend sunglasses to emmetropes and ametropes, and help them preserve their long-term eye health.





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Thank You!

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Only The Best Will Do!

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Main Points . . .

- For the independent practice to succeed in today's highly competitive eye care industry, it's vital to stand out from the crowd
- Best approach: provide every patient with a great experience by offering *only the best* service, eyewear, delivery, and aftercare
- Every staff member must be on the same page and take pride in representing the practice in the best possible way
- If “stuff” happens, practice policies should be in place to facilitate hassle-free resolution by empowering staff members to “take care of the patient”.

Industry Stats



- U.S. eyewear market value for 2023 totaled almost \$66 billion
 - Exams ~ \$11 billion
 - Lenses ~ \$17 billion
 - Frames ~ \$8 billion
 - Contact lenses ~ \$12 billion
- 93% of U.S. adults wear some form of eyewear
- ~ 45,000 brick-and-mortar retail locations in U.S
- How do you compete for your piece of the \$66 billion?

Only The Best . . .

- Service will do!
- Eyewear will do!
- Delivery will do!
- Aftercare will do!



**Only The Best Service And
Patient Care Will Do!**

It Takes A Village!



- Almost every staff member influences the patient's experience
- Everyone's responsibility to deliver the best patient experience
- Promotes loyalty and retention.

The Receptionist's Role

- Sets the practice tone
- Manages patient expectations
- Provides positive “to go” feelings.



The Technician's Role

- Explains tests
- Reviews history, questionnaire responses, lifestyle activities
- Briefs doctor on pre-test findings.



The Doctor's Role



- Entrusted to manage the patient's eye care and eye health
- Patient should feel a personal connection to doctor
- A positive doctor-patient relationship leads to loyalty, patient retention, and increased referrals.

Doctor-Optician Handoff



- Following exam, a vital step to retain patient as eyewear customer
- Doctor and optician can forge the link between the exam and eyewear
- Doctor personally transfers the patient's care to the optician.

The Optician's Role



- As the eyewear expert, the optician assumes patient's care
- Reviewing doctor's orders serves to ease patient anxieties
- Recommends personalized eyewear solutions.

Billing Administrator



- Keeps the doors open!
- Manages financials, files insurance claims, responsible for cash flow
- Makes sure billing process is done accurately and efficiently.

The Entire Team's Role

"The 3 Ps"

- **P**rovide every patient with incomparable service and care
- **P**romote patient loyalty and long-term retention
- **P**roudly represent the face of the company.



**Only The Best
Eyewear Will Do!**

The Optician's Extended Role



- Serve as the patient's trusted advisor
- Educate regarding care, maintenance, adaptation
- Ensure utmost precision, in terms of eyewear fitting, measurements, and fabrication.

Lens and Frame Selection



- Discuss lenses prior to selecting frames
- Patients rely on their optician's expert guidance
- Exercise caution when providing feedback on frames.

Avoid Choice Overload

- Presenting too many choices
- As the expert, patients expect you to take charge
- By simplifying the process, you reinforce the value of your services.



Benefits of Premium Frames

- Compliance with ANSI guidelines
- Incorporate premium materials
- State of the art manufacturing processes
- Strict QC standards
- Excellent warranties
- Satisfied patients.



Benefits of Premium Lens Designs

- Free-form technology
- Ultimate in precision and customization
- Best visual experience
- Satisfied patients.



Benefits of Premium Lens Materials

- Superior optics
- Enhanced clarity
- Superior long-term performance and durability
- Satisfied patients.



Premium Lens Enhancements



Benefits of . . .

- Photochromics
- AR coatings
- Polarization.

Importance of Precise and Accurate Measurements

- Serves to provide patients best vision
- Serves to optimize patients' visual comfort
- Serves to result in satisfied patients.



**Only The Best
Delivery Will Do!**

Eyewear Dispense



- Prior to dispense, all eyewear should undergo an in-house final quality inspection
- Focus on presentation and delivery
- Provide a personalized fitting
- Make it fun! Especially, for pediatric patients.

Patient Education



- Adaptation
- Care and maintenance
- Warranty information.

**Only The Best
Aftercare Will Do!**

Demonstrate Superior Aftercare

- At dispense, encourage patients to return for routine tune-ups and a professional cleaning
- Send a thank you note
- 1 week post dispense, call to see how they're loving their new glasses, especially important in the case of a re-make
- Stay connected, but respect boundaries.

What if?

What if “Stuff” Happens?



What if . . .

- The patient’s preferred frame is on backorder?
- The lenses don’t pass inspection at the lab, so they’re going to be delayed?
- The eyewear doesn’t pass your final quality inspection?

What’s The Best Way To Handle The Situation?

Three Vital Steps

Every employee should *Proudly* represent the face of the company

- **FIRST:** Own it!
- **SECOND:** Apologize for the inconvenience
- **THIRD:** Resolve it!



Keep The Patient Informed

- Most patients understand that “stuff” happens in the real world, as long as they’re kept informed
- Opportunity to promote your practice philosophy to not settle for providing its patients anything but the best
- Do NOT simply hope that the patient doesn’t call on their glasses until they’re returned after the remake!

Problem Resolution

- Establish hassle-free policies
- Empower your staff
- Learn from examples set by major corporations
- Excellent examples . . .
- Not-so-good examples. . .



Dealing With The Irate Patient

- Comply with your company policies
- Don't take it personally
- Listen and show you care
- Validate their frustrations
- Talk slowly and softly
- Reassure them that you'll do what you can to make things right.



What Can You Do To Stand Out From The Crowd?

- Less rigid with opening and closing times
- Open the door for the patient
- Recommend the best eyewear solutions, regardless of price
- Demonstrate honesty to earn patient trust
- And . . .

To Take Away . . .

- For the independent practice to succeed in today's highly competitive eye care industry, it's vital to stand out from the crowd
- Best approach: provide every patient with a great experience by offering *only the best* service, eyewear, delivery, and aftercare
- Every staff member must be on the same page and take pride in representing the practice in the best possible way
- If “stuff” happens, practice policies should be in place to facilitate hassle-free resolution by empowering staff members to “take care of the patient”
- Differentiate your practice from its competitors by always going above and beyond; because, to succeed, ***Only The Best Will Do!***



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Thank You!

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THESE DON'T WORK!

ABO LEVEL II – 1 HOUR

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Main Points . . .

- Establishing a protocol for handling patient eyewear concerns is vital
- The SOAP method helps streamline the problem-solving process
- There are many influential factors to consider when problem-solving
- An optician, skilled at problem-solving, can often resolve the patient's concerns without their need for a return visit with the doctor
- How does this benefit the patient and the practice?

Where To Begin?

Common Vision Complaints

- “I just picked these up and I can see better with my old glasses”
- “I picked these up a couple of days ago & I feel like my right eye is pulling to the side”
- “My sunglasses are not as clear as my regular pair!”
- ”I can’t see!”
- “I can’t see to drive with my reading glasses!”

Establishing A Protocol For Handling Patient Eyewear Concerns

Dealing With The Irate Patient



- Don't take it personally
- Comply with your company policies
- Listen and show you care
- APOLOGIZE and thank them for the opportunity to make things right
- Diffuse the situation.

**Phrase to Use to Diffuse
Implement Immediately**

Your Problem is Real!

Problem Solving and Troubleshooting

- Refer to patient's chart notes
- Ask questions...
 - What are their symptoms?
 - What is not meeting their expectations?
 - When did they first notice the issue(s)?



Problem Solving Skills

- **Understand the patients' frustrations**
 - Listen closely
 - Provide reassurance
 - Empathize and relate
- **Ensure the patient feels “heard”**
 - Provide your full attention.



Troubleshooting is an Art



- Opportunity to learn and expand your skillset
- Your words/reactions will influence the outcome
- Masters at troubleshooting reflect highly on your practice.

Red Flags!

- Major changes in Rx, if seen annually
- Diabetic patient
- Opposite signs in Rx
- First glasses for adult hyperope, especially an emerging presbyope
- Buyer's remorse.





The SOAP Method

S: Subjective

O: Objective

A: Assessment

P: Plan.

S: Subjective

- Based on the patient's perspective
- Chief complaints
- Ask open-ended questions
- Focus on the “what, where, when, how, and why?”



O: Objective

- Based on your perspective as an eye care professional
- Determine patient's BCVA
- Re-verify eyewear powers, fitting, adjustment, measurements
- If possible, verify previous pair.



A: Assessment

- Interpretation of both subjective and objective data
- Determine cause of patient's concerns
- Opportunity to demonstrate your expertise.



P: Plan

- Based on assessment, devise a plan of attack
- Rectify issues within your scope of practice
- For Rx issues, discuss findings with the doctor
- Discuss plan with the patient.



Influential Factors

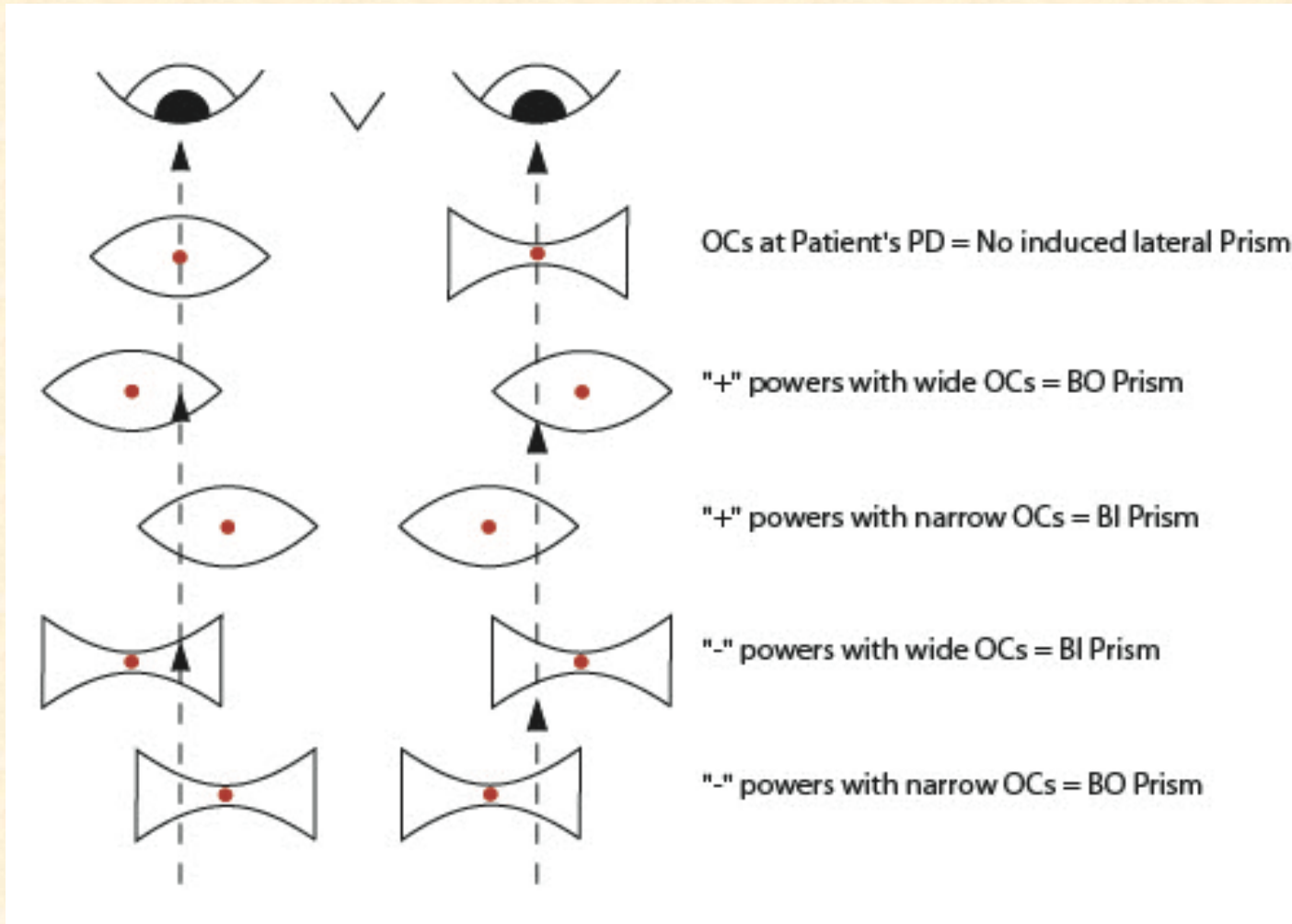
Influence of Medical Issues

BCVA and Related Eye Health Issues

- Macular degeneration
- Cataracts
- Corneal irregularities
- Dry eye syndrome
- Amblyopia
- Diabetes.



Influence of Misaligned Optical Centers



Influence of Dissimilar Base Curves

- **Example Rx:** OD +3.00 -0.50 x 090
OS +3.00 DS
- **Complaint:** Patient is experiencing depth perception issues and complains that one lens is significantly thicker than the other
- **Verification:** Rx and PDs verify as ordered
BC measure: OD +4.00D OS +8.00D
- **What's going on, and why?**

Influence of Multifocal Fitting Height

Example:

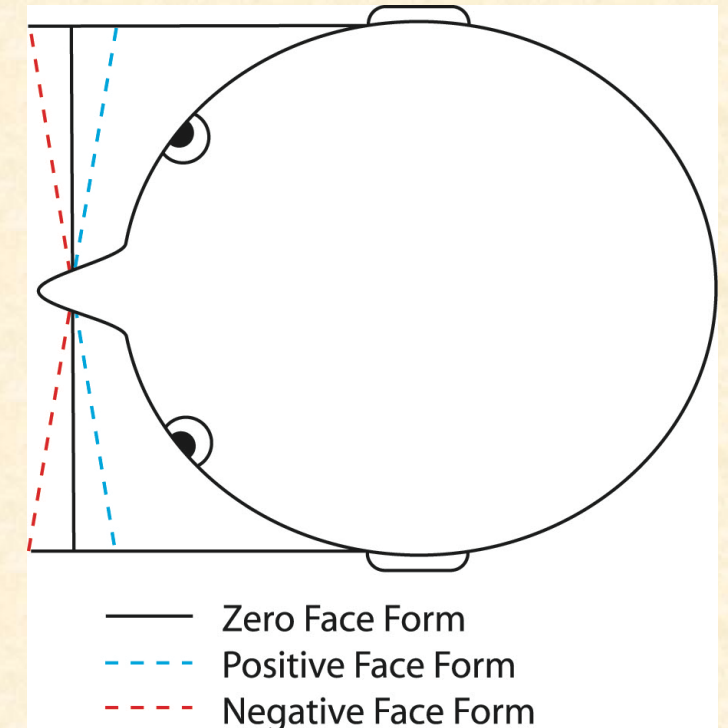
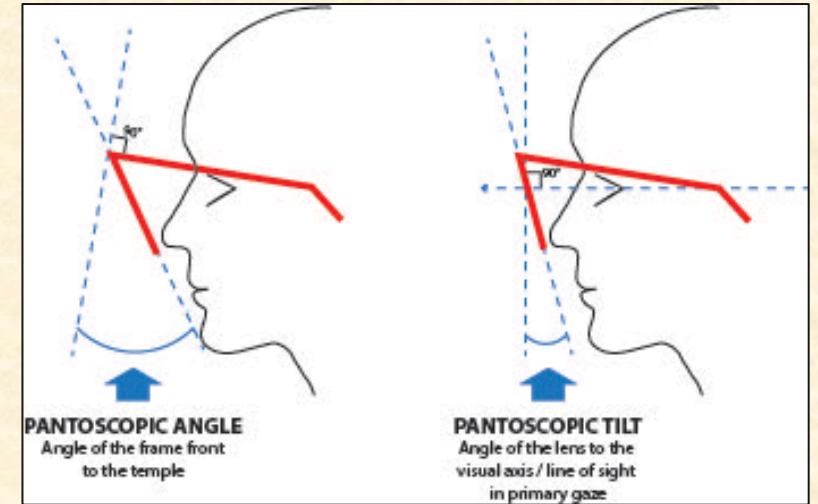
- Previous FT bifocal wearer now needs a trifocal
- Patient has been used to a low fitting seg in a frame with a deep “B”
- Patient insists on seg being kept low otherwise it’s too distracting

Complaint: Mid-range is much better but must raise glasses to read

- Why?
- How could this have been avoided?

Influence of Frame Fitting

- How can frame fitting angles affect eyewear performance?
- Changes in pantoscopic tilt of frame
- Changes in amount of face form applied to frame
- Changes in vertex distance.



Putting SOAP To Work

Patient Examples

Example #1

Previous Rx:

OD: -3.00 SPH 1BO

OS: -3.00 SPH

New Rx

OD: -3.25 SPH 1BO

OS: -3.25 -0.50 x 034

Revised Rx

OD: -3.00 SPH 1BO

OS: -3.00 -0.25 x 040

- S:** 38-year-old female
HAs and “swim” sensation with new Rx
- O:** Worn for 5 days
Minor inaccuracies in horizontal OCs
Prism verifies slightly off (worsened by OC misalignment)
- A:** Minor change in Rx
Warping present in previous glasses (OD)
Inaccurate prism
- P:** Rx check prior to re-make
Control BC selection
Request frame re-trace to eliminate warpage
- RESULT:** Lenses made perfectly to revised Rx
BC selected from average of old lenses
No warpage
Patient noticed immediate improvement
Happy Patient!

Example #2

Previous Rx:

OTC +1.50 Readers

Original Rx

OD: +0.50 -0.50 x 037

OS: +1.25 -0.50 x 137

ADD: +1.75

New SV Near Rx

OD: +2.75 -0.50 x 037

OS: +3.50 -0.50 x 137

S: 50-year-old female

Distance and near problems with first PALs

Previous: OTC +1.50 readers

O: Worn for 15 days

PDs and seg heights verify as ordered

Lens powers verify with only minor differences

Complex ocular history (see assessment)

A: Amblyopia possible cause of PAL problems

Minor discrepancies in verified powers

Loose-lens O/R calls for extra “plus” at near

Patient elects to have SV near, only

Trial framed SV near with added plus

P: Discuss findings with doctor

Dr okayed re-making as SV near with new powers

RESULT: Patient very happy with near vision

Satisfied with uncorrected distance

Wrapping Things Up With Wrap Eyewear

Working With Wrap Eyewear

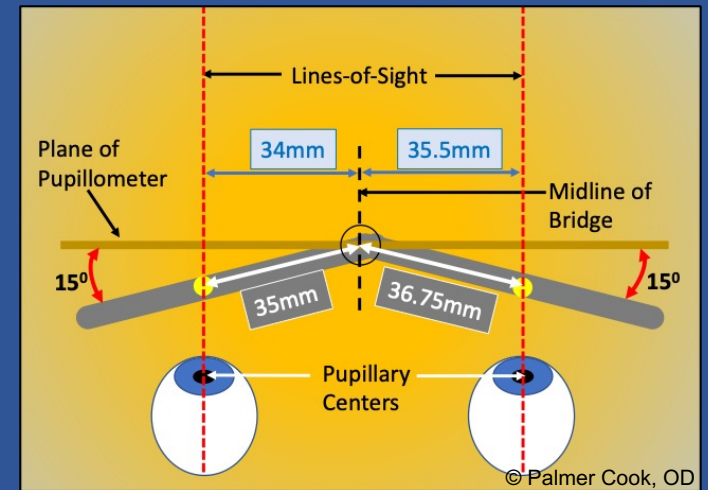
- Notorious for causing visual discomfort - “swim” sensation
- Often caused by mis-matched base curves
- For best vision, especially with wrap eyewear, default to a compensated lens design
- Apply compensation to PDs.



PD Modification For Wrap Eyewear

$$PD_{\text{new}} = PD_{\text{old}} / \cos \alpha$$

Where α = wrap angle



- With wrap eyewear, lenses require different centering
- Optician's responsibility
- Example: mono PDs: 34 / 35 wrap 15°
- PD_{new} for OD = $34\text{mm} / \cos 15^\circ = 35.2\text{mm}$
- PD_{new} for OS = $35.5\text{mm} / \cos 15^\circ = 36.75\text{mm}$.

Scientific Calculator on iPhone

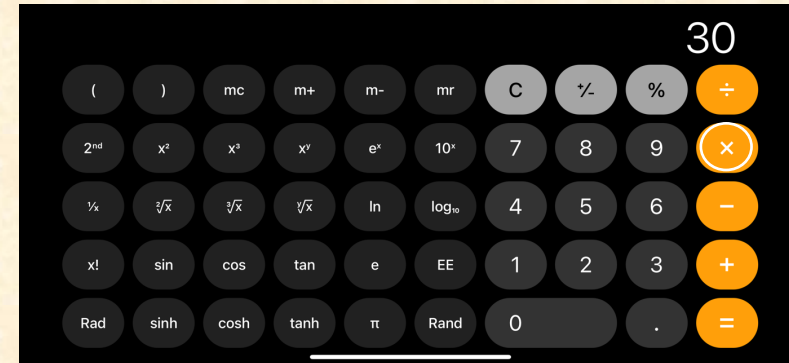
Example: wrap = 25° mono PD = 30mm

Step 1: Open calculator, rotate iPhone sideways

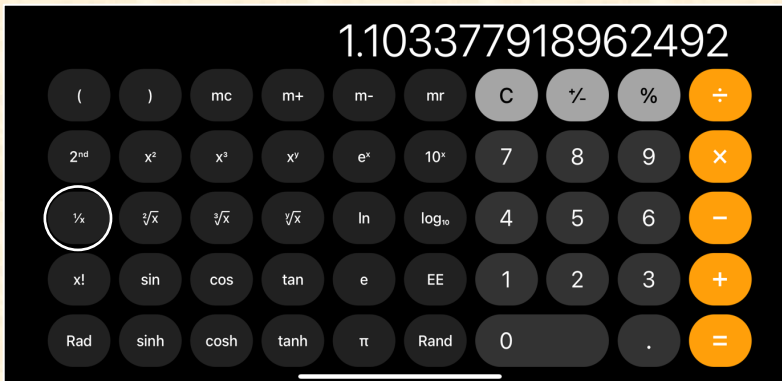
Step 2: Enter 25 (wrap), press cos



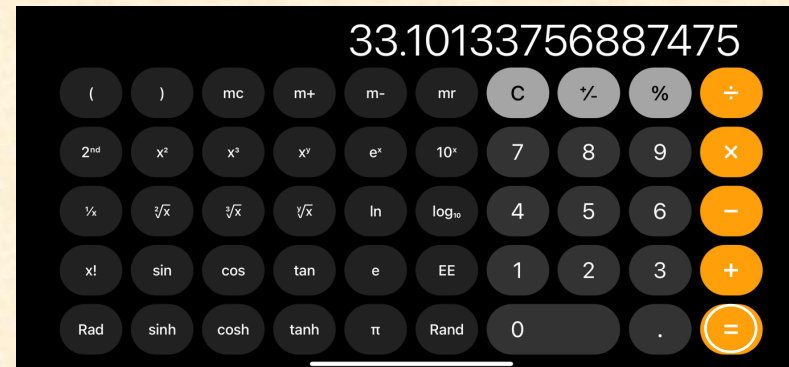
Step 4: Press X and enter 30 (orig. PD)



Step 3: Press 1/x



Step 5: Press = for new PD



Key Takeaways . . .

- Establishing a protocol for handling patient eyewear concerns is vital
- The SOAP method helps streamline the problem-solving process
- There are many influential factors to consider when problem-solving
- An optician, skilled at problem-solving, can often resolve the patient's concerns without their need for a return visit with the doctor
- Everyone benefits!



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