DESIGNING A FUNCTIONAL AND PROFITABLE OPTICAL DISPENSARY

1. LOCATION WITHIN OFFICE
2. SIZE OF DISPENSARY
3. MERCHANDISING
4. SECURITY
5. CASE STUDIES
LOCATION

Poor Location vs. Proper Location

POOR LOCATION

- Blocked Visibility
- Isolated from Waiting Room
- Back of Practice
- Different Floor
- Poor Patient Flow

BLOCKED VISIBILITY

- Dispensary Not Visible from Waiting Area
- Door from Waiting Area Makes Optical Feel Inaccessible
Dispensary Visibility Blocked by Entry Walls

ISOLATED LOCATION

Dispensary Easily Missed or Overlooked
Optical Not Adjacent to Waiting / Checkout

Existing Build Out Not Well Suited for Retail Dispensary
No Patient Privacy
No ADA Restroom
Reception Area Not Clearly Visible at Entry

Better Use of Space
Patient Privacy
ADA Restroom
Business Area / Storage
Adjustment Lab Easily Accessible
Improved Patient Flow

POOR PATIENT FLOW

FAULTS
- Existing Build Out Not Well Suited for Retail Dispensary
- No Patient Privacy
- No ADA Restroom
- Reception Area Not Clearly Visible at Entry

FIX
- Better Use of Space
- Patient Privacy
- ADA Restroom
- Business Area / Storage
- Adjustment Lab Easily Accessible
- Improved Patient Flow

BACK OF PRACTICE

Dispensary Easily Missed or Overlooked
Optical Not Adjacent to Waiting / Checkout

BEFORE FAULTS

AFTER FIX
PROPER LOCATION

- Adjacent to Waiting & Reception
- Check Out Near Optical
- Seamless Transition from Doctor to Optician
- High Visibility & Maximum Foot Traffic
ADJACENT LOCATION (FINAL RESULT)

CHECK OUT NEAR OPTICAL

SEAMLESS TRANSITION

- Dispensary Centrally Located
- Easy Access
- Maximum Exposure
SEAMLESS TRANSITION (FINAL RESULT)

VISIBILITY & FOOT TRAFFIC
- Dispensary Visible Through Front Windows
- Reception Adjacent to Optical
- Dispensary Visible from Waiting Area

SIZE
1. Too Small for Practice
2. Too Large for Practice
3. Just Right for Practice
TOO SMALL

- Legal Ramifications
- Logistics
- Financial Implications

LEGAL RAMIFICATIONS

- Not ADA Compliant

LOGISTICS

- Easily Crowded
- Cannot Handle Multiple Patients
- Increases Client Waiting Time While Detering Browsing & Sales
- No Room for Future Growth (Built In Obsolescence)
FINANCIAL IMPLICATIONS

- Fines & Punitive Damages Resulting from Lack of ADA Compliance
- Client Discomfort Deters Sales
  - Fosters Claustrophobic Feelings
  - Excessive Wait Times
- Lack of Sales Opportunities
  - Discouraged Browsing Deters Sales
  - Lack of Display Opportunity for Merchandise

TOO LARGE

- Cavernous, Empty Feeling
- High Overhead Cost
- Slow Inventory Turnover
- Lack of Employee Supervision Encourages Theft

JUST RIGHT

- Appropriate Floor Space to Product Ratios
- Dispensary Design Supports Sales Goals
  - (e.g.: Quarterly Inventory Turnover)
APPRIOPRIATE RATIOS (Square Foot x 1.10)

- **Small Optical** (HIGH FRAME DENSITY IMPROVES PERCEPTION OF SELECTION)
  - 1.25 to 1.35 frames per square foot of sales area
  - e.g. 200 sq. ft. = 270 frames
  - e.g. 350 sq. ft. = 450 frames

- **Medium Optical**
  - 0.95 to 1.30 frames per square foot of sales area
  - e.g. 500 sq. ft. = 650 frames
  - e.g. 750 sq. ft. = 900 frames

- **Large Optical** (FOCAL AREAS OF HIGH FRAME DENSITY PUNCTUATE SPACE)
  - 0.80 to 1.25 frames per square foot of sales area
  - e.g. 900 sq. ft. = 1000 frames
  - e.g. 1100 sq. ft. = 1000 frames

APPROPRIATE RATIOS (Square Foot x 1.10)

- SMALL (300 FRAMES / 20 LINEAR FEET)
MEDIUM (500 FRAMES / 500 SQUARE FEET)

LARGE (900 FRAMES / 1100 SQUARE FEET)

MERCHANDISING

Poor Presentation vs. Effective Techniques
POOR PRESENTATION

- Clutter
- Lighting Problems

CLUTTER

- Overuse of Signage
- Point of Purchase Area Lacks Focus
- Non-Optical Related Items are Featured

CLUTTER
LIGHTING PROBLEMS

- Dark, Poorly Lit Dispensary
- Uninteresting, Flat Lighting
- Lack of Showcase Lighting
- Color (Warmth or Coolness) of Light is Left Unconsidered

EFFECTIVE TECHNIQUES

- Create Focal Points
- Romance the Presentation

FOCAL POINTS

- Create Focal Points
- Eliminate Clutter, Less is More
- Use Lighting and Props
- Brand Awareness / POP
- Digital Information Centers
- Special Displays
FOCAL POINTS: DIGITAL INFO

FOCAL POINTS: POP

FOCAL POINTS: SPECIAL DISPLAYS
ROMANCE

- Balance Size and Color
- Consider Height, Width and Depth
- Pleasing Distribution of Weight
- Place Items So Spotlighting Travels to Bottom of Display
- Props Should Complement, Not Overpower
- Contrasting Tones and Finishes

ROMANCE: PROPS

ROMANCE
SECURITY

1. Dispensary Layout
2. Physical Deterrents
3. Operational Practices

DISPENSARY LAYOUT

- Securing entire sections from customer access
- Integrate dispensary and reception
- Low counters encourage staff/client interaction
PHYSICAL DETERRENTS

- Secured Showcases
- High Cost / High Risk Items Protected
- Showcases as Focal Points
- Locking Frame Bars
- Sunglasses
- Sport Frames
- Security Cameras

PHYSICAL DETERRENTS

PRACTICES

- Bar Coded Inventory
- Employee Investment
BAR CODED INVENTORY

- Easy Inventory Updates
- Regular Inventory Verification Spots Shrinkage Trends

EMPLOYEE INVESTMENT

- Reward Employees for Low Shrinkage
- Hire Employees Who Thoroughly Enjoy Client Interactions
- Offer "Cost + %" Employee-Family Purchase Programs
- Discourage Internal Shrinkage
- Increase Employee Loyalty

CASE STUDIES

1. Millennium Eye Care
2. Clay Eye Center
3. Hopkins, Hopkins & Ackerson
4. Advanced Eyecare
MILLENNIUM EYE CARE
(CHALLENGE: RELOCATE & UPDATE)

- Lease Ending, Practice Relocation
- Need to Minimize Upheaval
- Keep Staff and Patients Engaged

Practise Goals
- Maintain Existing Patient Base
- Maintain Same Square footage / Lease Rate
- Better Patient Flow Within Practice
- Centralize Practice Within Patient Base
- Update Look and Feel of Practice
Stayed Close, Upgraded Look
- Relocated 2 Miles from Original Practice
- Staff kept existing patients informed of move
- Completely new office

Same Patients, Improved Practice Finances
- Medical Exam revenue up 15% despite recession
- Optical clients prepared to pay more
- 10% increase in optical sales
- Unexpected increase in high margin frame sales
- Gross sales exceeded expectations
- Improved perception of practice

CLAY EYE CENTER

(CHALLENGE: STARTING FROM SCRATCH)

- Cold start up
- No dispensing experience
- Started with architect, not dispensary designer
- Optical too crowded
- Design around shell of building

Practice Goals
- Create “best of class” atmosphere
- Commitment to exceptional client service
- Full service center, open feel
- Easy transition from medical to optical areas
- Centralized dispensary & waiting area
- Website reflects patient service ethos

CLAY EYE CENTER (INITIAL SITUATION & GOALS)
Dan - Please email me isometrics if available!
CLAY EYE CENTER (ISOMETRIC)

CLAY EYE CENTER (FINAL RESULT)

CLAY EYE CENTER (FINAL RESULT)
CLAY EYE CENTER (FINAL RESULT)

Staff Excellence
- Commitment to "Best of Class" Extends to Staff
- Staff As Stakeholders and Ambassadors
- Pride Taken in Work Results in Strong Local Reputation

Profitable From Start
- 60% Capture Rate
- 50% Profit Margin
- 18% CGS

Community Interest
- Location Averages: 34 Patients per Day, 65 Jobs per Month
- Monthly Web Traffic Doubled Since Inception
- Walk In Traffic: 3-4 Patients per Month

CLAY EYE CENTER (OUTCOME)

HOPKINS, HOPKINS and ACKERSON

[CHALLENGE: GROWING PAINS]
**H.H. & A. (Initial Situation & Goals)**

- Existing Space Too Small
- Have 3000 sq ft, 4 exam rooms
- Need 6500 sq ft, 7 exam rooms
- Practice Goals
  - Increased Patient Load
  - Outside Referrals
  - Enlarged Staff

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**H.H. & A. (Before)**

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**H.H. & A. (Before)**

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Careful Planning Pays Off
Staff Workplace Pride Matters
Should Have Moved Earlier
H. H. & A. [Outcome]

- 28 Exam Slots per Day
- 84 Patients per Day
- 97% Capture Rate
- 4 Patients per Doctor Hour
- M.D.
- 1 O.D.
- 13 Staffers

ADVANCED EYECARE

[Challenge: Update]

- Update & Revitalize Practice
  - Older Physical Location and Dispensary Showing Age
  - Additional Space Needed
  - Instrument and Equipment Upgrades Needed

- Practice Goals
  - Expanded Physical Location
  - New Instruments and Equipment
  - Increase Patient Number
  - Update Look and Feel of Practice

ADVANCED EYECARE [Initial Situation & Goals]
ADVANCED EYECARE (FINAL RESULT)

- Frame sales increased the very first day.
- Average 350 Optical Jobs per Month
- 20% Increase in Walk-In Patients
- 20% Increase in Patient Referrals
- Many Individuals coming from Other Practices to Fill Prescriptions in Our Optical Dispensary
- 25% Increase in Revenue since Remodel
1. LOCATION WITHIN OFFICE
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THANK YOU

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