Managing the Optical Laboratory

Industry Changes
1. New Players
2. Changes in Managed Care
3. Growing Retail Chains continue to erode independent differentiation
4. Expansion and Consolidation
5. Doctors seeing fewer patients
6. Patient recall every 2.5 years
   Dental industry is every 6 months

The tough new consumer
1. Demanding more Value
2. Smart and Saavy
3. Better Educated
4. Looking for and wanting the latest technology
What do most people think about first when choosing a lab?

Great Customer Service

1. They listen to your needs
2. They are friendly
3. They know their products
4. They are generous with remakes and returns
5. Fast turn-around
6. Quick to fix their errors
7. Fair prices
A good lab will help you in these areas:
Great Sales Representatives
Business Strategies to help you grow
Resources
  Growth programs
  Education programs to train your staff
Expert Lab Services
  Cutting Edge Lens Technology

Programs for growth
Practice Builder
Market Builder
ECP University
Pair 50
Ophthalmic Business Consultants

ECP University
What is it?
A powerful developmental tool to grow the skills of your staff – all roles and levels – through distance, in person and online training.
What it can do for you
Provides education solutions through distance, in person an online training.
One low price when you sign up as a practice.
Enroll key staff in the Dispensary Management program.
Loyalty and bonus programs

Your laboratory should incentivize you to prescribe premium lenses. These incentives need to be factored into the overall “price” offered by the lab as the value of these bonus programs can be significant.

Practice Builder

What is it?
Exclusive access to tools that provide insight on growth and practice management. You can also earn dollar rewards for No-Glare and digital lenses.

What it can do for you
Provides the building blocks needed to improve patient care and long-term profitability.
Reward dollars can be used to motivate staff and increase office profitability.

Training and education

Continuing education is an important aspect of any top tier practice. When you are selling premium lenses your laboratory should be able to provide ABO and COPE education for doctors and staff.
**Pair 50 program**

**What is it?**
A 50% discount on multiple lens and No-Glare treatment orders of equal or lesser value when purchased by the same patient within 30 days of the first order.

**What it can do for you**
A great way to grow your multiple pair sales and increase per-patient revenue.

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**Monthly performance and product mix data**
Trends about your business can be easily tracked via your invoices. Laboratories that are tuned into the needs of their accounts will provide you with useful reporting tools that summarize key metrics reflected in your ordering habits that can help you make improvements to your business.

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**Sample of Performance**

<table>
<thead>
<tr>
<th>Lens Style</th>
<th>Jobs</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Vision</td>
<td>97</td>
<td>232</td>
</tr>
<tr>
<td>Progressive</td>
<td>114</td>
<td>232</td>
</tr>
<tr>
<td>Multifocal</td>
<td>74</td>
<td>152</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lens Material</th>
<th>Jobs</th>
<th>YTD</th>
<th>% of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CR-39</td>
<td>61</td>
<td>119</td>
<td>21.4 %</td>
</tr>
<tr>
<td>Glass</td>
<td>1</td>
<td>2</td>
<td>0.4 %</td>
</tr>
<tr>
<td>Mid index</td>
<td>1</td>
<td>2</td>
<td>0.4 %</td>
</tr>
<tr>
<td>Poly</td>
<td>192</td>
<td>431</td>
<td>67.4 %</td>
</tr>
<tr>
<td>Trivex</td>
<td>12</td>
<td>22</td>
<td>4.2 %</td>
</tr>
<tr>
<td>Ultra High Index</td>
<td>7</td>
<td>15</td>
<td>2.5 %</td>
</tr>
</tbody>
</table>
Sample of Performance

- Progressive Lens                          Jobs      YTD Jobs
- Varilux Comfort                          0 0       0 0
- Varilux Comfort                          2 7       9 0
- Varilux Comfort 2 DRx                    1 4       2 4
- Varilux Comfort 2 Enh                    0 1       1 0
- Varilux Comfort 2 Sh DRx                 3 3       1 0 0
- Varilux Comfort 2 Short                  3 5       1 0 4
- Varilux Ellipse                         0 0       0 0
- Varilux Ellipse 360                     0 0       0 0
- Varilux Eyezone                         1 4       3 5
- Varilux Ipseo                           0 0       0 0
- Varilux Physio                          2 2       8 7
- Varilux Physio 360                      0 0       0 0
- Varilux Physio DRx                      3 6       9 3

Marketing Support

Recall, web site development, collateral materials and direct mail are a few of the areas where your laboratory can provide assistance. Sometimes support is through alliances or utilization of loyalty program benefits. Be sure to know what is available to you from your lab as a good lab will see the mutual benefit in helping you market your brand.

Market Builder

What is it?
An online consumer marketing tool that creates customized marketing campaigns to drive patient traffic using direct mail, e-mail and social media.

What it can do for you
Provides an opportunity to build a stronger patient base using customized marketing materials. Offered at a significant cost savings and include complimentary staff training.
Can be funded through cash rewards from practice builder.
Ophthalmic Business Consultants

Consulting fees paid for by the lab – no cost to the practice – outside consultants charge 25k and up
Conducts an evaluation of the dispensary using the financial information of the dispensary - a snapshot of where they are
Reviews evaluation and helps set goals for the practice
Conducts doctor and staff training
Helps the dispensary manager to properly manage by using industry benchmarks
Monitors progress of the dispensary

Vision Foundation

Research has revealed a critical relationship between uncorrected vision and academic underachievement, school drop-out and delinquency. Children with eyesight problems can experience learning to read and it is estimated that 90% of illiterate adults have eyesight problems. Prevention is vital. The vision foundation is committed to eliminating poor vision community by community by conducting visual screenings and providing eyeglasses to those in need.

Think about your Eyes campaign

A national public awareness initiative that focuses on educating consumers on the benefits of eye health and the need to have an annual comprehensive eye exam.
Think About Your Eyes is a non-profit organization under The Vision Council and is supported by contributions from more than a dozen industry partners and individual eye care providers.
Enroll today at thinkaboutyoureyes.com/enroll. Your practice will be listed on the ECP locator making you visible to millions who visit the site.
Local market research and retail pricing assistance
You best market research can be done by your local lab representative. They are in every practice in your area scoping out trends. A lab with knowledgeable and experienced people in the field can help you ensure your pricing makes sense and help you with packages and bundling.

Access to Vision Plan Providers
Major vision plans are playing a larger role in the laboratory end of the business. In many smaller communities one or two major employers could potentially influence the viability of your practice. Be sure you are aligned with a laboratory that has the necessary relationships to service your community.

Local Service & Global Technology
Local service is important and can come from a local fabrication facility or even your sales representative. “Buying local” needs to be weighed against the opportunity to offer your patients the best technology available which requires a significant R&D budget and the equipment and infrastructure to bring that technology to your patients.
Electronic Measuring Devices

1. Optikam
   Optikam Pad
2. iTerminal by Zeiss
3. Visioffice by Essilor
   MyFit
4. Hoya VisuReal
   VisuReal Portable
5. Shamir Insight

Benefits of Electronic Measuring Devices

The most accurate measurements

Additional measurements which allow you to offer personalized lenses

Your patients will see that you are on the cutting edge of technology

Enhances Opticians

Conclusion

Choosing a lab is not only about price
Customer Service is most important
Choose a lab that will partner with you
Choose a lab that offers a great support team
Choose a lab that will offer services that will help you grow your business