

Ron Ferrucci, OD, and Greg Ferrucci, OD



# A Clinical Approach

**D**rs. Ron and Greg Ferrucci have a father/son practice in Milford, Mass., a small town outside of Boston. Ron Ferrucci, OD, has been in practice for over 30 years. Son “Dr. Greg” graduated from New England College of Optometry in 2006. The staff of 10, including four dispensers, “is going full speed every minute of the day,” says Dr. Ron.

## DISCUSSION THROUGHOUT

The practice takes a decidedly clinical approach, discussing the facts about the benefits of a product with patients. As for no-glare lenses, Dr. Greg says, “I’m a big proponent of technology. As a recent grad, I’m not too far from studying the physical properties of light and lenses, so it is natural for me to have this [clinical] discussion throughout the exam—especially when I talk about solving their visual problems.”

When it comes to no-glare lenses,

the clinical approach involves explaining that with AR there is an increase in comfort, field of vision, acuity, and safety. That messaging begins “as soon as they walk into the practice,” explains Dr. Ron. In addition to brochures, “we have a DVD loop playing in reception.”

## RECOMMENDING AR

The focus throughout is on education and meeting visual needs. “There is a continual conversation about each test and what it tells us about the patient’s eyes and how it may relate to their visual needs,” explains Dr. Greg. “Since the exam is conducted with a phoropter equipped with AR lenses, this is a natural lead-in to recommending that their new eyewear provide the same clear and comfortable vision.”

“We recommend AR to everyone,” he adds, “but we see our responsibility as that of educating patients...and then allowing them to make their own choices.”

Those choices include several tiers of no-glare lenses. “Our staff carefully explains the benefits of each,” explains Dr. Greg. “Once patients understand each level’s properties as well as price, they can make an informed choice.”

## TEAM EFFORT

Dr. Ron adds, “It’s really a team effort. The doctors begin during the exam, but much of the credit belongs to staff. They spend the additional time to inquire further into job, hobby, and recreation requirements. The key to seeing that patients obtain the best lenses for their needs is to assume from the start that this is the choice they will make.”

## STEP BY STEP

Once we made a team commitment to no-glare, our AR sales went from average to one of the highest compared to other, like-sized practices in the U.S. Here’s how:

- **TRAINING.** We held Lunch & Learn sessions with lab reps and AR professionals.
- **PROMOTIONS.** We keep displays and literature in the reception and optical areas.
- **TOOLS.** We think the best sales tools are the no-glare lenses themselves. The result? Once patients see the benefits, they tell their friends and become patients for life.

Ron Ferrucci, OD