



# Fixing Visual Fatigue



Once you've worn a pair of anti-fatigue lenses with No-Glare technology, you want to tell everyone how this solution has brightened your days. That's what they do at California Oaks Vision Center in Murrieta, Calif.

"I wear anti-fatigue lenses all day and mention them to nearly every patient," Scott Lewis, OD and practice owner, says. "Other staff members also wear them and are enthusiastic and efficient when discussing the option with patients."

California Oaks Vision Center has been in business since 1979. The practice focuses on family eyecare in a 3,200-square-foot office. In addition to Dr. Lewis, staff includes four other ODs, an office manager, and support personnel.

## TOP 40

"Pretest asks every patient, 'How many hours a day do you spend on a computer?' and documents the answer. Anti-fatigue lenses with No-Glare technology are men-

tioned to every 40+ year-old who uses a computer more than one hour a day," Dr. Lewis affirms. The result? Four to 10 pairs of anti-fatigue eyewear are sold per week, all with No-Glare technology.

"The number is dependent on how well we educate the patient, which takes time, good visual aids, and an intelligent patient population with a disposable income," says Dr. Lewis. "We try to position anti-fatigue eyewear as a necessary second pair."

Patients are generally under the impression that their everyday PALs can do everything. "As a result, we often have to re-educate them so they have realistic visual and eyewear expectations. This is a long-term initiative," Dr. Lewis explains.

## INCENTIVIZING PATIENTS

In the current economy, there's a need to optimize per-patient revenue.

■ PACKAGE. "When patients

order a first pair with No-Glare technology, we'll provide anti-fatigue lenses with No-Glare, with a select frame, for a package price of \$149."

■ PAYMENT. By using financing programs, a patient picking another option can pay \$49 down and \$49 per month for six months at zero percent interest.

Perhaps the best incentive, however, is humor. "We tell patients that people who try to use their regular PALs on the computer look like 'turtles with their heads cocked up in the air,'" Dr. Lewis chuckles. "They can immediately visualize this."

To educate patients, the practice utilizes an anti-visual-fatigue brochure, and is working with their manufacturer to develop a postcard for patients picking up their anti-fatigue with No-Glare lenses that explains how to use them.

"That way, patients can easily explain to their co-workers why their new glasses are so great," concludes Dr. Lewis.

## CATCH PHRASES

Highlights in the anti-fatigue conversation include:

- Improved comfort while using the computer
- No head tilt so neck and back pain are reduced
- Better working distance with a computer screen
- Improved performance and efficiency

One effective phrase used in the dispensary is: "We're not trying to sell you another pair of eyewear. We're trying to help make your life easier."

# No-Glare

minimizes computer glare and eye strain



No-Glare lenses help reduce the headaches and blurred vision that result from eye fatigue. That makes them the choice for 86% of the wearers who prefer No-Glare lenses during computer use and can help patients see more comfortably.

Help your patients see more clearly. Prescribe No-Glare lenses for better safety, health, and comfort.

## No-Glare better vision

- Amplify Acuity & Contrast
- Improve Field of View & Recovery Time
- Enhance Kids' Vision & Education
- Minimize Computer Glare & Eye Strain**
- Reduce Scratches & Smudges

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[www.no-glare.com](http://www.no-glare.com)