



# Focus on Kids

**K**ids and No-Glare lenses? You bet, says Keith Hilliard, OD. “We explain to parents that No-Glare lenses allow their child to see more clearly and with less eye fatigue due to computer use or overhead lighting—all critical for optimal learning.”

Dr. Hilliard has been in practice for 12 years with Charles Tarnoff, OD. After 37 years in practice, Dr. Tarnoff recently sold the practice to Dr. Hilliard, though he’ll stay on for five years.

The Indiana, Pa., practice may look traditional—located in what was once the home of movie legend Jimmy Stewart’s grandparents. The practice, however, is cutting edge, and employs a staff of 10, including three frame stylists and dispensing opticians.

## PROACTIVE APPROACH

Indiana is a university town, and very family-oriented. “About a third of the practice is pediatric-based,” explains Dr. Hilliard.

Regardless of their age, about 80 percent of patients opt for No-Glare lenses.

“We take a very proactive role in prescribing No-Glare lenses,” he explains. “It’s especially important for children, since most of them wear polycarbonate lenses. Poly is known for its safety and impact resistance, but there are aberrations associated with the material. By prescribing poly with Crizal, we give them the best combination...safety and better vision.”

## KEY POINTS

In addition to clearer vision and diminished eye fatigue, there are other benefits to No-Glare lenses that Dr. Hilliard explains to parents:

- **SPORTS:** “We stress that the lenses will help children see better in sports.”
- **REFLECTIONS:** “Other children won’t be able to see reflections

off the lenses. They’re nearly invisible.”

■ **THE TEASE.** “The fact that the lenses are almost invisible can reduce chances of kids getting teased about their new glasses.”

## THE HAND-OFF

Drs. Hilliard and Tarnoff know the importance of transferring both authority and information from the doctor to the dispensing staff. “We bring our patients out of the exam room and into the dispensary,” explains Dr. Hilliard. “We like to hand off the patient and tell the opticians what we have prescribed, so that the patient hears the recommendation. Our opticians are well-trained about recommending and presenting the value and benefits of No-Glare lenses.”

It all comes back to patient health, stresses Dr. Hilliard. “The entire staff believes in and is passionate about the health benefits of No-Glare lenses. That takes the ‘selling’ aspect out of it.”

## FROM CHAIR TO CARE

- **EXAM.** “We’re very proactive about No-Glare lenses in the exam, discussing the benefits with ALL patients. We use our phoroptAR tool and also dispense brochures.”
- **OPTICIANS.** “Our opticians are trained to reiterate the value and benefits of No-Glare lenses to all patients, especially kids.”
- **CARE:** “At dispensing, our opticians take the time to educate and demonstrate the proper care of their new lenses.”

# No-Glare

enhances kids’ vision and education



No-Glare lenses help keep kids focused on their studies by reducing the glare from lighting, whiteboards and computers. Since 80% of everything children learn in the first 12 years comes through their eyes, No-Glare lenses enhance learning by improving visual acuity and reducing eye-strain.

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

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