



A Two-Tier Strategy

I graduated from Pacific University in 1997, and have been practicing in Green Valley, Ariz., for almost 12 years. Until two-and-a-half years ago, I was the anchor OD for a satellite office of a large ophthalmology practice. At that time, I purchased the office and opened Vista Eye Care. Since then, annual revenue has doubled, and we have moved to a larger location.

PRACTICE PRIORITIES

I have made customer service a top priority, increased staff, implemented training and internal marketing programs, revamped the optical department, and invested in the most advanced technology available.

■ **THEN.** As an employee, I had little involvement with optical. It made me cringe to hear the opticians ask, “Do you want AR with that?” Also, I did not understand

the importance of a doctor’s recommendations to patients.

■ **NOW.** Now, I show every patient the benefit of non-glare lenses at the end of my refraction using the PhoroptAR tool. I address how the non-glare lenses can reduce or eliminate symptoms elicited in the case history, such as difficulty driving at night, eyestrain, or fatigue.

TWO-TIER APPROACH

A needs-based dispensing method was our first step in increasing non-glare sales. Then last year, we moved to the two-tiered approach to AR. Rather than offering low-, middle-, and high-end options, we now present the premium non-glare lenses first and only move to a value non-glare lens if price objections arise.

My Essilor sales consultants spent

time with our opticians while they were working with patients—listening to their presentation and making suggestions on how it could be improved. Our opticians now track every sale so we know our percentage of non-glare lenses sold (premium vs. value).

■ **THEN.** When we used to offer three choices, most patients would pick the middle grade.

■ **NOW.** Now, most opt for the highest quality option. We always assume the patient wants the highest quality lenses; but, either way, we have a visual solution that will benefit them.

■ **BOTTOM LINE.** Since implementing needs-based dispensing and changing to the two-tiered strategy, our sales of non-glare lenses have increased from 35 percent to approximately 72 percent—close to our goal of 80 percent.

WELCOME TO...

The ECP Solutions Center. When it comes to growing your practice, who better to turn to than a trusted colleague for advice. Despite all we as eyecare professionals prepare for, the changing economic conditions or increasingly complex offerings can throw us for a loop.

That’s why I am pleased to introduce the first of five columns featuring leaders who share their valuable experience in using No-Glare lenses to build their practices and provide the best vision care to patients.

Howard Purcell, OD