

LIGHT UP YOUR SALES

THE PATIENT PROTECTION PROGRAM

EXAM ROOM SCRIPT

"Jim, I know you mentioned that you've been struggling with seeing both the small print and your computer at work. I'm prescribing a digital lens for you that will both enhance and sharpen the small print while also giving you crystal-clear vision when looking at your computer. However, I'm also starting to see early signs of UV damage visible on the front (back) of your eye."

At this point I'll refer to the images we've captured of the patients pinguecula and/or drusen.

"Making sure you see well today is simply not enough; it's crucial that we protect your eyes for great vision AND eye health in the future. To do that, I'm prescribing a Transitions {Smart-Adaptive} lens with an anti-reflective coating in your everyday eyewear, TO REPLACE YOUR CLEAR-ONLY EVERYDAY LENSES. It will not take the place of your polarized sun wear; you'll absolutely still need and want your polarized sunglasses for when you are performing dedicated sun activities. Your Transitions lenses will filter blue light indoors as well as the ability to adapt to any level of sunlight when you're outdoors to offer you the clearest most comfortable vision and reduce your risk of {Further} future SUN DAMAGE.

Does this make sense for you??"

EXAM ROOM SCRIPT #2

"I'm prescribing a Transitions lens with an anti-reflective coating in your everyday eyewear. I do not own a pair of glasses without it. All my glasses are clear when I need them to be... indoors. And yet, all of them adapt to whatever level of light I'm exposed to, to offer me the ultimate protection at all times."

WRITE YOUR EXAM ROOM SCRIPT

PATIENT HANDOFF TO OPTICIAN

While presenting to the patient, I page the optician. As I'm finishing my presentation the optician has entered the room. I then reiterate to the optician so that the patient hears the presentation the second time. {If NO Optician is available for the baton pass, use a simple "sticky note checklist", so the patient, scribe-tech, and optician understand this is a priority.}

"Mark, this is Jim... Jim, this is Mark, my optical expert. Mark, Jim has noticed over the past year that small print and computer work has become more challenging. I'm prescribing a digital progressive to give him the clearest vision at near while ensuring that he has a wide field of view for sharp computer vision. In addition, I'm prescribing a Transitions lens in his everyday eye wear."

{For patients with visible pinguecula and/or drusen} "We are starting to see early signs of sun damage in his eye **and he understands** that it's imperative that we stop this in its tracks"

OR

{For patients with NO visible signs, but risk factors} "He has a family history of macular degeneration, so he's absolutely considered high risk. **Jim understands** we always need to have maximum protection in his eyewear to ensure his eyes stay healthy from sun damage."

OR

{For healthy patients that are currently showing no signs of disease or risk factors} "He understands that macular degeneration is the number one reason that Americans lose their vision as we age. Starting early to protect your eyes from harmful UV radiation and blue light radiation provides the best chance of great vision and healthy eyes for years to come."

"Jim, Mark will BE SURE your new lenses MATCH what I'm designing and prescribing for your very best outcome; and when you see me next year for your annual eye health exam, we improve your odds of not seeing any sun damage in your eyes, OK?"

WRITE YOUR HANDOFF SCRIPT

DISPENSING SCRIPT

"Thank you, Dr. Keene, for explaining Jim's eyewear needs...

Jim, I clearly understand what's important for you and Dr. Keene, to be sure we reduce your risk of advancing sun damage {on or inside} your eyes. I'll coordinate your vision plan benefits and maximize your savings for your best advantage.

Dr. Keene sees irreversible sun damage in patient eyes every week in clinic and Jim, you're wise to include the adaptive Transitions smart lenses to replace your clear-only lenses, which as you know provide NO level of protection when you don't have your sunglasses at hand outdoors.

You also have a great choice here; would you prefer your lenses always hold a slight tint doors—Many of our patients prefer this when they find artificial indoor lighting or digital screen reflections to be annoying—or would you prefer your lenses return-to-clear indoors?"

DISPENSING SCRIPT #2

"Now that we've found a fantastic frame let's customize your lenses. We are going to make sure that we address your light sensitivity as well as the UV protection that Dr. Keene prescribed. Transitions lenses is the optimal everyday choice for you. They have smart lens technology, meaning that they adapt to whatever lighting conditions you may encounter. They also provide harmful blue light filtering while outdoors or on your digital devices. I am confident that you will love them, I wear them myself."

WRITE YOUR DISPENSING SCRIPT

OBJECTION SCRIPTS

They don't work in the car

"That's a great observation, Jim; your clear-only lenses you've been wearing for years don't darken in the car and they don't reduce your risk of permanent sun damage when you're out of the car and you don't have your polarized sunglasses on hand. This is a huge risk to the surface and interior of your eyes; the added convenience of these smart adaptive lenses is when you're simply dashing in and out of shade and sun and it's not convenient to keep switching glasses; convenience, comfort and protection, 'Make sense?'"

"If darkening in the car is important for you let's talk about Transitions XTRActive lenses..."

They have that "funny tint" I don't like

"Transitions Signature GEN 8 lenses now become fully clear indoors, if you prefer. I am currently wearing them, and as you can see, they are clear. Previous technology and other Transitions-wannabe lenses have some residual tint, but not the leading generation of Transitions lenses now available. Transitions XTRActive lenses have a slight hint of tint that looks great with the new "Style Mirror" choices your generation is loving. We have several cool examples FOR YOU TO CHOOSE FROM, as well as what's called the new Style Colors that look beautiful in that mid-tint. Let's explore them together, while knowing your eyes will be protected for the future, OK?" {When presenting lens color options, it is better to select a limited choice of colors based on the frame and client so that customers don't get overwhelmed by the breadth of the range.}

They don't change fast enough

"Transitions lenses are designed to function in much the same way our eyes function, which is to adapt gradually to changing light levels. In fact, Transitions technology is the best "smart" lens on the market. Non-changing or static lens designs shock YOUR eyes to adapt to changing light levels; however, dynamic Transitions technology, means the lens intuitively adapts to the level needed for you to be protected and naturally comfortable for all activities; does this make sense?"

They are too expensive

"Most vision savings plan benefits have made the lenses very affordable for you, as they already know it's the doctors number one choice of lens to provide you comfort, efficiency, and protection when you don't have your sunglasses at hand. In addition, we are so confident that you will love them, we'll let you test-drive them for 30 days and, we will refund your money and remake your prescription with clear lenses if you don't adapt comfortably and easily to them; how's that for a vote of confidence?"

Do I really need sunglasses too?

"Transitions lenses are meant to be your everyday eyewear. You are going to love them for their hassle-free convenience and for the times when you get caught without your sunglasses. But for times of intense sun exposure or a prolonged period of time outdoors, you should have a pair of sunwear."