OPTICIANRY STUDY CENTER
CE
ABO APPROVED

1 CE Credit

Reducing the Glare In Your Life

By Gregg Ossip, OD, Abo

Over 20 years ago, I was on an optical tour of Canada that provided my first exposure to a new and interesting phenomenon. The person I met with wore eyewear without lenses. I was perplexed and bewildered. Growing up in the optometry field with both my dad and uncle being optometrists, I had never encountered anyone wearing eyewear with no lenses. After a brief discussion, my curiosity got the best of me and I inquired why anyone would do this. Much to my surprise, I discovered he was wearing anti-reflective lenses that had a special camera lens type application that made the lenses disappear.

Fascinated by this discovery, I returned to Indianapolis with a mission in hand… to be one of the first optometrists in the United States to embrace AR lens technology. I embraced this revolutionary new product by wearing anti-reflective lenses myself on all of my eyewear. My personal enthusiasm of exploring this technology with all of my patients made it easy for us to offer anti-reflective lenses to most of our patients from day one. For those of you that have lived through the American evolution of anti-reflective coating processes, you know firsthand that today's AR lenses meet or exceed patient demands for performance and ease of care and cleaning. We are now able to enjoy the fruits of the optical industry perseverance and diligence as AR technology has evolved by leaps and bounds in recent years. Today we can prescribe anti-reflective lenses with true confidence that the product will meet or exceed the expectations of our patients.


Before


After

Release Date: March 2005

Expiration Date: October 31, 2006

Learning Objectives:
Upon completion of this program, the participant should be able to:
- Explain advantages of wearing AR lenses to patients.
- Describe ways to grow AR sales.
- List commonly asked questions regarding AR lenses.

Faculty/Editorial Board: Judy M. Canty, ABOC

Credit Statement: This course is approved for one (1) hour of CE credit by the American Board of Opticianry (ABO). Course #: SJP178-1

Please check with your state licensing board to see if this approval counts toward your CE requirement for relicensure.

This CE is also available online at www.2020mag.com

Grant Statement: This course is supported by an unrestricted educational grant from **I-Coat**.

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FROM THE FIRST MOMENT...
patients enter our offices, they are greeted by staff wearing fashionable frames with anti-reflective lenses. Our information gathering paperwork asks about lifestyle activities and computer use. Technicians who perform the pre-testing also wear anti-reflective lenses. While patients are awaiting the doctor, they are presented with a brochure that details all of the lens options available to them. Our doctors continue the case history exploring the activities and lifestyles of our patients, and upon completion of the examination the doctor prescribes anti-reflective lenses by writing it on the Rx form. Advantages of wearing anti-reflective lenses are presented to the patient . . .

- **light transmission increased up to 99 percent**—for sharper, clearer vision.
- **elimination of glare**—makes night driving more comfortable.
- **cosmetic appeal**—people can truly look eye-to-eye with you.
- **reduced eye fatigue**—eliminates glare from office environments including computer screens, overhead lights, windows, workplace surfaces.

THE BIG TURN-OVER
After the eye examination is completed, patients are introduced to the optician who takes their optical experience to the next step. We are fortunate to have great opticians who love eyewear and incorporate anti-reflective lenses in all of their personal eyewear. Our opticians discuss all lens options before they introduce frames. Each discussion begins with an explanation that the doctor has prescribed anti-reflective lenses and they reiterate the features and benefits of these special lenses. Patients receive further explanation on how anti-reflective lenses reduce haloes and starbursts at night, glare in the supermarket, on the computer, while watching television and low-light conditions like reading magazines. The opticians go on to show the difference between a standard reflecting lens and anti-reflective lenses by demonstrating with a sample pair of eyewear—one standard lens, one anti-reflective lens—and ask the question, “Which lens would you prefer to wear?” The opticians explain in further detail how anti-reflective lenses enhance your appearance and reduce the distraction when you are talking to other people. You’re now able to speak eye-to-eye.

VISUAL SOLUTIONS
Eye fatigue is one of the most common complaints today, whether it be from computer use, overhead lights, windows or workplace environments. Patients actually tell us that their vision is improved with anti-reflective lenses versus their previous lenses. Our patients consistently tell us they want the best possible lenses to show off their eyes and protect and preserve their vision. If we strive toward ensuring our patients receive the best refraction, shouldn’t we make sure that the optical characteristics of the lenses they look through day in and day out be of the highest quality with the highest optical transmittance?

Reducing the Glare in Your Life

We provide our patients with information regarding the new lenses they have ordered so they can share that information with their friends and relatives, even before they receive their new anti-reflective lenses. This information reinforces their decision and reduces possible buyer's remorse.

BUNDLE THE OPTIONS

The easiest way to promote anti-reflective lenses is to "bundle" all your lens products and lens treatments. Just consider AR lenses as part of the prescription. Basically, all your lenses offered will be anti-reflective lenses. Tried and tested by many opticians, this has become the most effective way to ensure your patients will benefit from the available lens treatments that will enhance their vision.

Why AR?

A study performed in 1993 by the Indiana University School of Optometry concluded that it is 67 percent easier to see with AR lenses as opposed to uncoated lenses. Image contrast was significantly improved with AR lenses. Three measured characteristics included in the study were:

- **normal lighting**
- **low light, highly illuminated from behind (reading, overhead light in office setting)**
- **low light with bright light from the front (like night driving)**

THEY'RE BACK…

When the patient returns to our office to pick up their new eyewear, our opticians again share the excitement of anti-reflective lenses reiterating just a few of the key benefits of AR lenses… increased light transmission, enhanced cosmetic appearance and elimination of annoying glare. When the patient first tries on their new eyewear, they immediately notice not only the increased optical performance of their new lenses, but also the cosmetic benefits. We also recognize the importance of care and cleaning by providing a special cloth and solution to care for their new lenses.

From the first encounter to the dispensing visit, the entire staff is involved in providing our patients with the optical alternatives that are best for their eyecare needs. With the latest technology and warranties available for anti-reflective lenses, we can prescribe with confidence and stand behind all of our products.

In our practice, 98 percent of the eyewear we dispense includes AR. So no matter what rate you are at today, there is definitely room for improvement and higher patient satisfaction. For example, calculate your weekly or monthly AR sales percentage and if you are beginning at 15 percent, offer incentives to your staff to achieve 25 percent by giving spiffs… tickets to a show, dinner for two or a shopping certificate.

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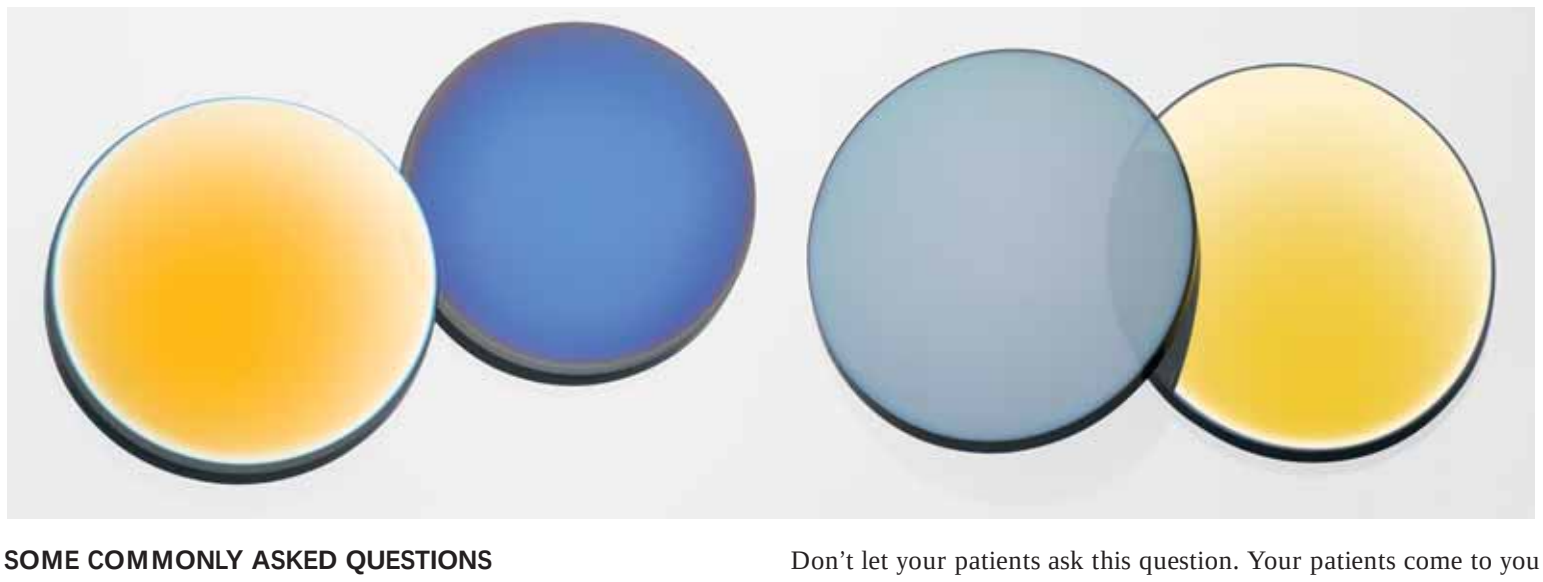


SOME COMMONLY ASKED QUESTIONS

How many people are wearing anti-reflective lenses today?
In Europe, about 75 percent of eyeglasses utilize anti-reflective lenses. In Japan, the number is approximately 90 percent. The United States is currently approaching 20 percent and growing rapidly.

Why is the United States so low as compared to other parts of the world?
Anti-reflective lens technology was first introduced in Europe and Asia by major lens manufacturers who also process individual prescriptions. In the United States, individual prescription processing is done by independent laboratories, few large enough for the tremendous capital investment required for the AR equipment needed. Due to improved technology and expanded processing options, this is changing rapidly. Many laboratories now have the ability to AR coat their lenses in-house. As a result, the U.S. is enjoying the fastest rate of AR lens growth of any country in the world.

Are AR lenses used in any other products?
A lot. All high-quality camera lenses, binoculars, microscopes, telescopes and other precision optical devices use the same technology for anti-reflective lenses as is now used for eyewear.

How does AR perform?
Anti-reflective lenses incorporate multiple layers of microscopically thin inorganic chemicals, utilizing a machine that replicates the vacuum of space. These layers create the two resulting reflections to cancel each other out, thus neutralizing most reflections.

Why didn't my eyecare professional recommend anti-reflective lenses for my new prescription?
Don't let your patients ask this question. Your patients come to you specifically to make sure that their eyes are healthy, their eyes are protected from the environment and that you will provide them with a solution to eliminate eyestrain.

Is there anyone who would not benefit from anti-reflective lenses?
Everyone benefits from wearing anti-reflective lenses. The increased light transmission improves vision day and night, and reduced reflections lessen eyestrain and are cosmetically more attractive.

GROW YOUR AR SALES

The first step toward a more successful practice, both professionally and financially, is to implement a plan of action. Don't procrastinate like so many of us in the optical industry. When you go into the office tomorrow, immediately order new eyewear for you and your staff with anti-reflective lenses; order brochures from one of the AR Council members and place them in the waiting area and exam rooms; and start prescribing your way to happier patients and a more successful way of practice.

Whether you are just deciding to get started or are committed to getting more involved in prescribing anti-reflective lenses for the majority of your patients, the AR Council and its members have materials available to assist you. Dedicated to driving the 100 percent usage of anti-reflective lenses, the AR Council promotes the use of anti-reflective lenses through impartial education, marketing, public relations, consumer advertising and processing standards development.

Gregg Ossip, OD, is in group practice in Indianapolis, Ind. He writes regularly and lectures around the country on new technologies for the optical industry. He can be reached by email at gossip2020@aol.com

Self-Assessment Examination

1. Quality anti-reflective lenses transmit approximately how much available light?
- **a.** 88 percent
- **b.** 92 percent
- **c.** 96 percent
- **d.** up to 99 percent

2. Anti-reflective lenses provide visual solutions for:
- **a.** Improved visual acuity
- **b.** Reduced eye fatigue in an office environment
- **c.** Enhanced cosmetic appeal
- **d.** All of the above

3. What is the easiest way to promote anti-reflective lenses?
- **a.** Sell AR as an add-on
- **b.** "Bundle" lens products and lens treatments
- **c.** Ask the patient if they want an AR coating
- **d.** Wait for the patient to ask for anti-reflective lenses

4. Which member of your office staff is responsible to present AR lenses to the patient?
- **a.** The optician
- **b.** The examining doctor
- **c.** The technician who performs pre-testing
- **d.** Every member of the office staff

5. When should the examining doctor recommend AR lenses?
- **a.** Never—doctors shouldn't recommend products
- **b.** Always, by writing it on the Rx form
- **c.** As the patient is walking out of the exam room
- **d.** Sometimes, if the doctor remembers

6. According to the AR Council, AR lens usage in the United States is currently approaching:
- **a.** 5 percent
- **b.** 75 percent
- **c.** 20 percent
- **d.** 53 percent

7. What is the best solution you can recommend to your patients for eye fatigue?
- **a.** Eliminate computer use by quitting their job
- **b.** Recommend your patients wear anti-reflective lenses
- **c.** Minimize fatigue by only working two hours per day
- **d.** Apply a blue lens tint for soothing capabilities

8. AR lenses improve image contrast, making it easier to see with AR lenses as opposed to uncoated lenses by up to:
- **a.** 67 percent
- **b.** No noticeable improvement
- **c.** 32 percent
- **d.** 5 percent

9. Patients should be instructed on the proper care and cleaning of AR lenses by:
- **a.** Recommending they clean their lenses with Windex every time they clean their bathroom mirror
- **b.** Providing every patient with a bottle of lens cleaning solution and a special lens cloth
- **c.** No special cleaning instructions are necessary
- **d.** Suggesting the patient return to your office every time their lenses need to be cleaned

10. What is the best way to demonstrate AR lenses?
- **a.** It is not necessary to demonstrate any products
- **b.** Tell the patient to go look at the display somewhere in your office
- **c.** Hand the patient a brochure and tell them to read it
- **d.** Show them a sample pair of eyewear that has one AR lens and one uncoated lens

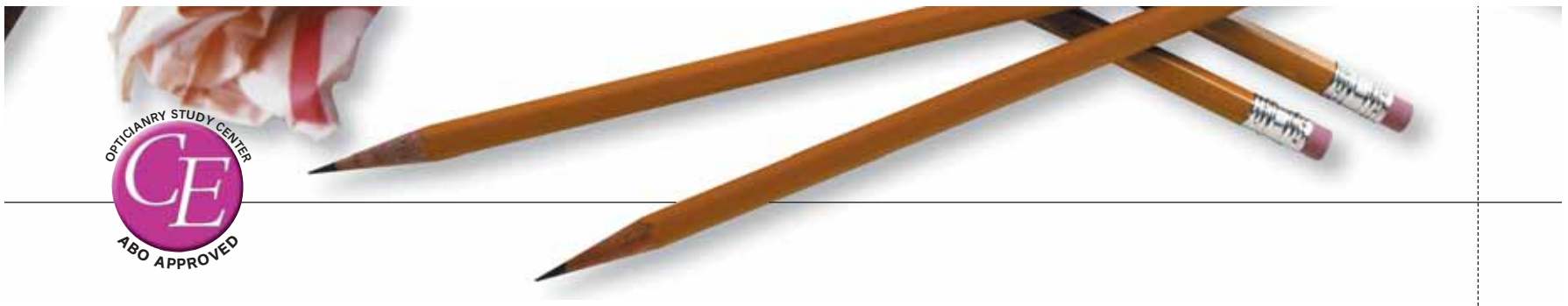
11. What acceptance rates can I expect when presenting AR lenses to my patients?
- **a.** Most will not want to purchase AR lenses
- **b.** Up to 98 percent of patients will order AR lenses when the features and benefits have been fully explained and demonstrated
- **c.** 35 percent
- **d.** 10 percent

12. Where can I find materials to help promote AR lenses in our office?
- **a.** At the local drugstore
- **b.** Contact my processing laboratory
- **c.** Contact the AR Council
- **d.** b and c

13. Are AR lenses used in products other than eyewear?
- **a.** Camera lenses
- **b.** Binoculars
- **c.** Precision optical devises
- **d.** All of the above

14. Who should wear AR lenses?
- **a.** Fashion conscious people
- **b.** Everyone
- **c.** People who drive at night
- **d.** Elderly

15. How is AR applied?
- **a.** Out of a spray can
- **b.** Multiple layers of microscopically thin inorganic chemicals are applied in a vacuum chamber
- **c.** Lenses are dipped in a tank of AR solution for five seconds
- **d.** Once lenses are received from the processing laboratory, opticians paint on AR with a brush



Examination Answer Sheet

1 hour of CE credit by the American Board of Opticianry ~ Valid for credit through October 31, 2006

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Directions: Select one answer for each question in the exam and completely darken the appropriate circle. A minimum score of 70% is required to obtain a certificate. Social security number is required to process your exam. This is used for internal processing purposes only. Retain a copy for your records. Please print clearly.

Mail to: Jobson - OptSC, PO Box 488, Canal Street Station, NY, NY 10013.
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1 = Excellent 2 = Very Good 3 = Good 4 = Fair 5 = Poor

Rate the effectiveness of how well the activity:

16. Met the stated learning objectives: ① ② ③ ④ ⑤
17. Related to your practice needs: ① ② ③ ④ ⑤
18. Will help you improve patient care: ① ② ③ ④ ⑤
19. Avoided commercial bias/influence: ① ② ③ ④ ⑤
20. How would you rate the overall quality of the material presented: ① ② ③ ④ ⑤

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Future Topics:

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By submitting this answer sheet, I certify that I have read the lesson in its entirety and completed the self-assessment exam personally based on the material presented. I have not obtained the answers to this exam by any fraudulent or improper means.

Signature: _____ Date: _____

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