



CHERRY
OPTICAL LAB

See the difference.

What's New
Newsletter
May - June 2022 Issue



SMALL PRISM, BIG IMPACT

Neurolens® is the first and only contoured prism lens shown to relieve the painful symptoms of today's hardworking eyes. Prescribing even a small amount of prism (≤ 1 PD) with Neurolens can give patients relief from headaches, neck pain, eye fatigue, dizziness, and eye strain.

Neurolens® and VisionWeb

Ongoing research from a myriad of sources has indicated that at least two out of three patients experience the symptoms of eye misalignment, and the rapid acceleration in remote working and learning over the past two years has undoubtedly led to a rise in this figure. Optical prisms are one of the most commonly employed treatment modalities to correct these binocular vision issues. As such, technological innovations in this space will become increasingly important to the future of eye care.

To ensure that eye care providers can meet these growing challenges, Neurolens and VisionWeb have worked together to expand the prism field from 1/4th prism diopter to 1/100th prism diopter when placing orders through VisionWeb's ordering platform. Features: This expanded prism range will allow Neurolens providers to take advantage of the highly accurate measurements from the Neurolens Measurement Device (NMD) and Neurolens Measurement Device, Gen 2 (NMD2) and prescribe precise prism measurements for their patients.

Talk to us.



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What's Inside This Issue?

Small Prism, Big Impact

Good Advice From Ms. Specs

Owning the Conversation:
12 Key Phrases For Your Patients

The Vision Council Releases
Eye Care Provider Insights
Report 2021

It's Sunglass Season!

Did You Know?

GOOD ADVICE FROM MS. SPECS

IF THE PERSON BEFORE US IN NEED OF AN ADJUSTMENT OR REPAIR DID NOT PURCHASE THE EYEWEAR FROM US, WE HAVE TWO CHOICES:

1. Refuse to adjust or repair their prescription eyeglasses and send them off.
2. Offer this valuable service with boundaries.

Explain to the patient that you are dedicated to helping them. Let them know that the quality of frames varies quite a bit, and you will do your best to inspect them. So it's wise to add a caveat such as, "Mrs. Jones, do you know if this frame will be under warranty should it break? I would hate for you to be stuck."

With that said, let me be perfectly clear: Ms. Specs understands that our skills have value, and we do not work for free. While adjusting or repairing the frame, should the patient ask about the cost, I would suggest replying with something like this: "Mrs. Jones, thank you for offering to pay. Yes, this service has value." (Not for the 15 minutes that it takes, but for the years of education, practice and experience that led up to the 15 minutes). The part in parentheses is for us, certainly not to say to the patient! Continue the conversation with: "Mrs. Jones, in lieu of a fee, I would ask you to donate to our optical charity. No amount is too small or too large." (Show her the donation box/jar).

To read more articles from Ms. Specs in the City from 2020 Mag, visit: www.bit.ly/MsSpecs



OWNING THE CONVERSATION: 12 Key Phrases for Your Patients

Sometimes conversations get stale, and if you repeatedly have the same discussions with your patients, that might be the case! The solution? Maybe one of these 12 key phrases might do the trick. What patient wouldn't sit up and notice when they hear, "Let's talk about sunscreen for your eyes?" Now that will really get a conversation started!

12 Key Phrases To Get The Ball Rolling:

- Do your current glasses darken when you go outside?
- Let's talk about sunscreen for your eyes.
- Do you notice that you're light-sensitive at all?
- Would you like clear lenses that darken when you're in the sun?
- What do you currently wear outside?
- How often are you going inside and outside over the course of your day?
- Are you familiar with the latest technology in eyeglass lenses?
- Would you like your lenses to darken when you go outside and fade back to clear when you come indoors?
- I assume you want to protect your eyes from UV, much like we all protect our skin from UV rays.
- I'd like to talk to you about the lenses I wear and the ones we recommend to our staff.
- At the end of the day, how tired are your eyes?
- Are you familiar with Transitions lenses and how they work?



We're guessing that at one point, you've been asked the age-old questions:

- Are those the lenses that look old-fashioned?
- Are Transitions lenses expensive?
- Do they work in the car?
- Will my insurance cover them?

These are all valid questions, and Transitions created a list of frequently asked questions and answers. [Click here to view.](#)

THE VISION COUNCIL RELEASES 2021 EYECARE PROVIDER INSIGHTS REPORT

The Vision Council released the 2021 Eyecare Provider Insights Report, which summarizes the results of the monthly surveys of eye care providers conducted by The Vision Council in 2021. The report contains detailed insights on eye exams, capture rate, practice revenue, telehealth services, staffing levels, practice owner economic sentiment, and staff vaccinations. Throughout 2021, The Vision Council recorded and analyzed responses from 3,562 eyecare providers. Visit The Vision Council's Research Download Center to download the report:

www.thevisioncouncil.org/research-reports

"The results from our 2021 eyecare provider surveys reflect what we have also seen in our consumer and transaction data—eyecare practice business rebounded and largely got back to business as usual," said Alysse Henkel director of Research Data and Analytics at The Vision Council. "Vaccinations seemed to play a large role in the trend toward normality, with eye exam counts and revenue being reported as normal or better by most respondents after the first quarter."

Key takeaways from the Insights Report include:

- Eye exam counts and practice revenue rose to typical levels in 2021: While reported eye exam counts started lower than usual in the first quarter of the year, for the remainder of the year, more than 55% of respondents reported exam counts were average or better
- Reported capture rate continued to be strong: On average, respondents reported a favorable capture rate, with more than 70% of respondents saying

capture rates were average or better compared to a typical, pre-pandemic month.

- Practice owners had a confident economic outlook: Over 45% of owners believed business conditions would be better in the coming months in the first half of the year. Mid-year, when business conditions had largely stabilized, they were more likely to anticipate conditions would remain the same.
- Telehealth services leveled off: About one-third of providers said they offered telehealth services before vaccines were widely available in the first quarter. After the first quarter, about one in four practices reported offering telehealth services.
- Some owners reported issues with staffing: About 20% of owners reported that their staffing levels were lower than normal months. When asked, owners with lower staffing rates often said it was difficult to find employees to fill open positions.
- ECP vaccination rates were high: Eyecare professionals were vaccinated at higher rates than the U.S. adult population, with 86% of respondents reporting that they were vaccinated compared to 74% of the adult population by the end of April.

As part of The Vision Council's strategic plan for 2022, The Vision Council's market research program is being refreshed and redesigned. More information on changes and what members can expect in revised reports will be shared soon.

This information was sourced from www.thevisioncouncil.org.

IT'S SUNGLASS SEASON!

Check out our IOT Multi-Pair Program!

IOT Multi-Pair Program



Did You Know?

Cherry Optical Lab is the primary manufacturer and preferred lab for Neurolens ordering and processing?

[Click Here for More info](#)

