

# Learning Helps Your Mind



Tuesday, March 25, 2014



## Optimizing Office Efficiency

One Hour ABO Credit

7:30 pm - 8:30 pm

Presented by

**Cassandra Viles**



Patient satisfaction and practice success are intertwined with every aspect of an efficient office. The impact of product turn-around time is as important as the professional's relationship with their patients. This course identifies problem areas, as well as how to implement simple strategies that will improve patient satisfaction and practice profitability through the use of technology and proven techniques.

Meeting details on page 8.

### *Lisa's Lines*



Well, I'm back in the saddle again. When former President Laura Johnson's temporary term ended December 31, 2013, COAT became President-less. After many Board meeting discussions about our predicament, the end result was my acceptance of the COAT Presidency for the third time. I accept and embrace this position both willingly and wholeheartedly, and promise our members that I will do my very best for COAT. Many goals lay ahead, but rest assured that the Board of Directors and I are very focused and committed to this organization. The only thing missing is you. If you've not yet paid your annual membership dues, it's not too late. COAT needs YOU!

I'd like to thank Marcus Soper for presenting an excellent NCLE seminar, as well as Sally Welch for sharing Alcon's newest product innovations at our January meeting. Sterling Banquet Hall was quite the different venue for COAT, though I will be totally honest and confess that the jury is still out on the food. ;-) Attendance was good, and the presence of every single person was greatly appreciated. Thank you for time and dedication. It's because of you that your volunteer Board of Directors keep moving onward and upward.

The next meeting is Tuesday, March 25, 2014 at the Houston Hilton Westchase. Education sponsor, Hoya Vision Care is presenting, "Optimizing Office Efficiency". This is beneficial information for practices of all sizes and shapes, so be make plans to be there and register online today.

If you have any suggestions, questions, comments, ideas, thoughts, etc., please remember that my door is always open. My email address is [coatpresident@yahoo.com](mailto:coatpresident@yahoo.com).

I look forward to seeing all of you at the meeting on Tuesday, March 25, 2014.

Sightfully Yours,

Lisa Harmon, ABOC, NCLE  
COAT President



# January Meeting Highlights



NCLE speaker Marcus Soper delivered a wonderful seminar at our January meeting.

An Alcon rep selfy



Sterling Banquet Hall—a lovely venue!



Michael Moore won the Galaxy pad prize drawing.



COAT Vice President Mustafa Asif presents Alcon's Sally Welch with a plaque of appreciation for their support and sponsorship.

Past President Peter Canovas won a gift card.



Past COAT Treasurer, Judy Miller, receives a bouquet of yellow roses for her dedicated service to COAT. Thank You Judy!



Hoya empowers the Independent Eyecare professional through Science, Technology, and Innovation!

We are pleased to announce **RECHARGE EX3**, our second generation blue light filter anti-reflective treatment providing scratch resistance

**Michael Moore**  
Houston Territory Sales Manager  
Cell 713-922-9208  
[michael.moore@hoyavision.com](mailto:michael.moore@hoyavision.com)

**Cassandra Viles**  
Territory Sales Manager - Central South  
Cell 832-577-3507  
[Cassandra.viles@hoyavision.com](mailto:Cassandra.viles@hoyavision.com)

## About the Speaker



Cassandra Viles has more than ten years experience in the optical industry. Utilizing her background in Early childhood Education, she has supported Independent Eyecare Professionals in the Houston metropolitan area in both product and lab support roles.

Cassandra has experience on both sides of the dispensing table. She strives to increase awareness of new and innovative products and services available in the industry.

## 2014 Annual Membersip

The 2014 Annual Membership drive got a late start this year, so we are extending it through the end of March. The \$70 Annual Membership rate is available to first time and former annual members through March 30, 2014.

2014 Annual Membership includes six consecutive meetings (1-2 hours ABO and/or NCLE cec's), dinner, name badge, annual membership certificate, and a bonus annual membership with the OAA (Opticians Assoc. of America).

As a COAT and OAA Annual Member, you will enjoy some great discounts from Office Depot, Sprint, CLSA University, Mutual of Omaha, Sprint, My Social Reach, Allied Moving, Liberty Mutual, Partner Ship, and more.

Remember, the extended Membership drive ends on March 30, 2014, so mail your payment in today, or bring it to the March 25th meeting.

After March 30, 2014, the non-member meeting rate of \$25 (per meeting) will be in effect for the remainder of the year.

For more information, visit [www.coat.tv](http://www.coat.tv), call 713-890-2520 or email [coatpresident@yahoo.com](mailto:coatpresident@yahoo.com).



### VisionWeb's

### OAA Royalty Program

*Streamline Your Practice and Support COAT!*

By ordering ophthalmic products through VisionWeb, you can earn non-dues revenue for our state with the VisionWeb OAA Royalty Program. In addition to streamlining your practice through online ordering, every order you place will help our state association to earn royalties that will help fund membership building and practice enriching programs.

What's more, using VisionWeb to place your eye-care product orders online is FREE, and VisionWeb does not interfere with your supplier pricing relationships or buying group discounts, so you can continue to enjoy your discounts when you place your orders online through VisionWeb.

#### How Does the Program Work?

All OAA members who use VisionWeb are eligible to participate. To register, simply log in to [www.visionweb.com](http://www.visionweb.com) and click the OAA Royalty Program registration button. Once you register, all orders placed by any member of your staff will count towards your practice's order total for the annual earning period, which runs from April - March each year.

Once your practice places 600 orders during the earning period, a 1% royalty is earned on the transaction fee paid by the 1200 suppliers with whom you order, approximately \$1 per order. Place orders during this time and we will increase the royalty percentage to 2%, place over 2,400 orders and we will increase the royalty percentage to 3%. Get Started Today!

Take advantage of the program and FREE online ordering by registering with VisionWeb today. Register online at [www.visionweb.com](http://www.visionweb.com), or if you need additional help, please contact VisionWeb Customer Service at (800) 874-6601.



**Remember to RSVP  
by March 21st!**

**Register Online Today!**  
[www.coat.tv/meetings.htm](http://www.coat.tv/meetings.htm)

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For more than 95 years, Walman has been an independent ophthalmic provider. Our focus has been to provide ophthalmologists, optometrists and opticians with the utmost in quality, service and value- and we have been rewarded with industry leadership.

## Full Frontal Retail

By Michael Karlsrud

It's everywhere. The fear and misunderstanding of what is happening in optical and the surge of patients wanting to buy glasses and contacts on the Internet. There is good reason for concern, and it's time to change what we are



Before we talk about what to do about "it" we need to define what is happening from a larger perspective. Retailing, as we know it has changed because of consumer behavior and knowledge. Just ten years ago the "brick and mortar" people who sold things held all the knowledge and leverage. Today, because of the Internet, all the knowledge you want or need about a product or service is readily available at your fingertips. The traditional leverage of the seller is greatly diminished because the consumer has the **WORLD WIDE WEB** (yes, all in capitals because it's the world you compete with) to research and determine the value of products and services.

Compounding the problem, some retailers in our industry tell consumers that two pair of glasses should cost \$99 and the exam is FREE. No wonder when you present your solution for \$500 a pair, patients want to shop elsewhere.

This vast change in power, leverage and knowledge is the beginning of the commoditization of optical.

There are many opinions on how to handle this new way of doing business and frankly, many are based in fear. This is not a new problem to the rest of retailing. It is new to us in the optical industry. Understand that we are never going back to the way it was, so doing nothing is not an option unless you plan on shutting down your optical. Instead, look objectively at your own practice and ask yourself:

"Would I buy my glasses here?"  
 "Does my office look old, tired and outdated?"  
 "If I was going to spend \$500 on an item, how would I want to be treated?"  
 "Is my office, exam equipment, fixtures, technology up-to-date?"  
 "What can we do be more like a retail setting and less than a medical setting?"

Don't fall into the trap of thinking that patients who want their PD and to shop elsewhere are evil. The chances are high that you simply haven't given them enough reason to buy from you.

So what can you do?

1. Accept and embrace that the front of the house (optical) is a retail experience and the back of the house (exam lanes) is medical. They are two different experiences and should be treated that way.
2. The level of care, service, experience and complexity you provide on one side of the house, needs to be consistent on the other side. A great exam experience will be lost on a bad retail experience.
3. Create an environment that is welcoming and expresses genuine gladness the patient is in your office. Many times I have heard from patients they have experienced an attitude or feeling in an office that we just "turn them out" one right after another. If you commoditize your patient, they will commoditize you.
4. Educate your patients in a conversational way about your experience, the value of the exam (not in dollars but in health benefits) and that as the care provider of their eyes, there is nothing more important to you than the satisfaction of the service you deliver.
5. Don't trip over dollars to save pennies. If you have a patient buying \$500 worth of eyewear, give them a gift of appreciation. You see this all the time a make-up counters in department stores. Give them something they will use, show others and get a "warm fuzzy" every time they use it. And don't charge a patient to clean their glasses or other simple tasks. It will only cause them to wonder how much you'll charge for everything else.
6. Be happy and joyful that you have the opportunity to serve a patient. Research shows that seven out of ten patients will leave a practice if they feel the staff treated them indifferently.
7. Sell them what they want, but always leverage your experience and passion for healthy vision. Start with the best package you have- it should include an outdoor pair and everyday wear. Offer three packages and let the patient decide.
8. Sell lenses first - ALWAYS. I know it's more fun for you and the patient to select frames first, but your reputation as an eye care provider different than a frame seller) is the quality of the sight that comes from an accurate fit, material selection and lens treatments. The (number one complaint from on-line purchasers is the lack of fit. That's a result of an un-educated patient who doesn't understand the complexity of the medical device you are custom making for them. Then, sell the frame. If there is a price issue, stay firm with your lens recommendation and send them back to the board for a different frame. Remember, your reputation is going to be based on how well they see.
9. Step back and objectively look at your frame board. If it all looks the same, change it up. Better yet, change it up anyway. Rotate in new lines, create

sections for frames that are "new this season," and actively manage your frame board as a retailer. It's hard work but so worth it.

- Divorce yourself of years of training that the patient wants to buy only what their insurance covers and that they can do it only on the anniversary date of their exam. Patients will often say, "I just want what my insurance covers". We are the only health care segment that accepts this notion Insurance contributes to the eyewear, it no longer fully covers the eyewear. The same happens when we go the doctor or dentist; there's the co-pay, in insurance coverage, and then what we owe in addition. Optical should be no different. Second, on-line retailing has shown one glaring opportunity. Only we (independent practices) sell glasses to a patient on average every 2.1 years. On-line retailing data shows a patient buys new eyewear every 1.2 years and that it's trending towards every 6 months. That's a huge mind-set we need to change in our offices.

We have much to overcome in this new world of retailing in optical. To overcome this change, we must first change our own minds about what we do and why we do it. For those of us who are mired in the past when competition was limited and we were the only game in town, it will be a difficult transition. Those willing to invest in their future and change along with it; this will be a fun, exciting and challenging place to be!

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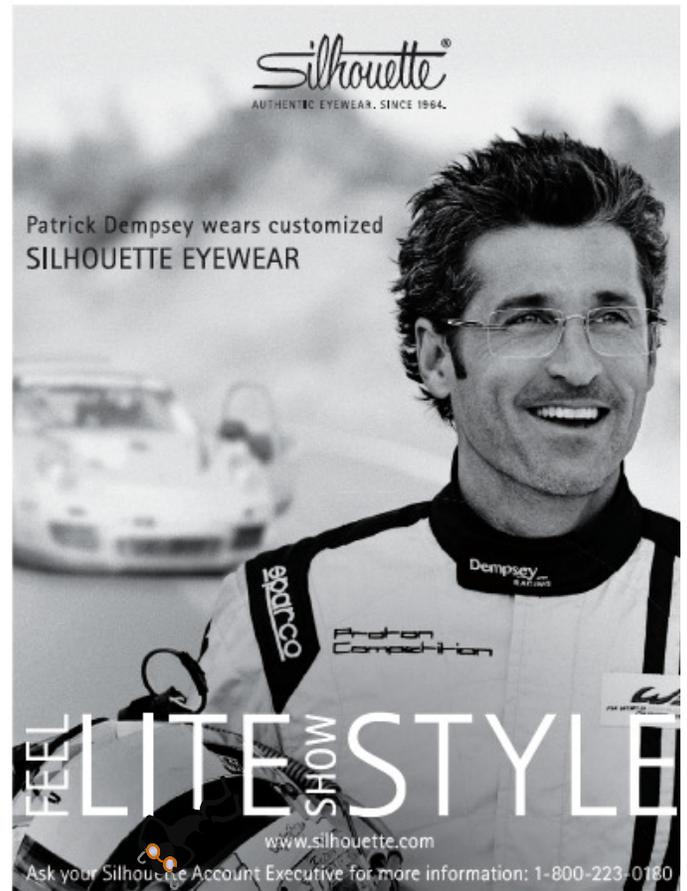
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Be first to email his location and  
win a Starbucks gift Card!  
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## Advertising Sponsorship

**Option 1: \$695 annual fee and includes:**

- ☐ One-half page ad (7.5" x 4.5") in six consecutive newsletters
- ☐ Logo on website sponsor page linked to company website
- ☐ Logo on sidebar of five web pages
- ☐ Limited to the first three ads paid

**Option 2: \$495 annual fee and includes:**

- ☐ One-fourth page ad (3.5" x 4.5") in six consecutive newsletters
- ☐ Logo on website sponsor page linked to company website
- ☐ Logo on sidebar of five web pages

**Option 3: \$295 annual fee and includes:**

- ☐ Business card size ad (3.5" x 2") in six consecutive newsletters
- ☐ Logo on website sponsor page linked to company website
- ☐ Logo on sidebar of five web pages

**For Info: 713-890-2520 or [coatpresident@yahoo.com](mailto:coatpresident@yahoo.com)**



## ABO and NCLE Certification Renewal



All ABO and NCLE certifications are for three (3) years. Continuing education credits (CECs) must be earned within the three year certification period and may not be accumulated and carried over from one period to another. All CECs and renewal fees are due on or before your expiration date. If you fail to complete the requirements on time, you have a 4th year to complete them. During that year, your certification is suspended. This suspension year is not an extension, but will overlap into your next certification period.

### Continuing Education Renewal Requirements:

- **ABO Certified:** Send in 12 ABO approved CECs (up to 3 may be NCLE approved) and the \$85 fee.
- **NCLE Certified:** Send in 18 NCLE approved CECs (up to 6 may be ABO approved) and the \$85 fee.
- **ABO and NCLE Certified:** Send in 21 CECs (9 ABO approved and 12 NCLE approved) plus the \$170 fee.

### Acceptable Continuing Education Credit:

#### For ABO:

- Spectacle related courses approved by ABO with an assigned course number.
- Advanced certification prerequisite courses (ABO or NCLE).

#### For NCLE:

- Contact lens related courses approved by NCLE with an assigned course number.
- Advanced certification prerequisite courses (ABO or NCLE).

Contact lens related courses approved by NCLE with an assigned course number. Advanced certification prerequisite courses (ABO or NCLE).

### Alternate Renewal Methods:

- **New ABO:** You may submit proof of maintaining a valid state license if the state has a satisfactory provision for continuing education.
- **New NCLE:** You may submit proof of maintaining a valid state license if the license entitles you to fit contact lenses and the state has a satisfactory provision for continuing education.
- **For Either:** You may also retake and pass the exam for re-certification instead of earning CECs, but only in the third or suspension year of your certification. You may not sit for the exam at any other time during your certification.

Send CEC's and renewal fees to:

ABO/NCLE - 6506 Loisdale Rd., Suite 209, Springfield, VA 22150, and include name, address and certificate number.

Check certification status 24/7 on the ABO-NCLE website.  
[www.abo-ncle.org](http://www.abo-ncle.org)



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## Job Bank

**OPTICIAN-Shops at the Vintage.** Growing practice seeking optician with 2+ years experience. Qualified candidates must possess working knowledge of frame styling, high quality lens products, vision plans and basic lab skills (troubleshooting/ lensometry/etc). Position requires outstanding sales and communication skills. Must be a self-starter, reliable and able to multi-task front/back office duties. Benefits include sick/vacation-PTO, paid holidays, Major Medical/Dental coverage and generous bonus program. Interested applicants please submit resume and a cover letter to [cdelapena@premier-vision.net](mailto:cdelapena@premier-vision.net)

Looking for **OPTICIAN/FRONT DESK** person for optometry practice in Richmond/Sugar Land area. Duties include patient check in, frame styling and prelims. Willing to train. Email resume to [dtnmanagement@gmail.com](mailto:dtnmanagement@gmail.com)

**OPTICIAN/Optomtric Assistant** needed in northwest Houston. Working knowledge of frame styling, lens products, vision plans and insurance filing required. Position requires excellent customer service and sales skills. The right team player is self-motivated, dependable and well organized. Competitive salary based on experience. Must be available to work on Saturdays. Commission and paid vacation. Bilingual and ABOC a plus, but not required. Email resume to [optical@urbaneyes.com](mailto:optical@urbaneyes.com)

Private optometric practice is looking for an **OPTICIAN and/or office manager** in the Pearland area. Duties would include front desk, insurance verification and filing and fitting and dispensing for both eyewear and contact lenses. The job requires strong organizational skills, ability to communicate effectively, multitask and must be a team player. Experience is recommended but not necessarily needed, if you are up to the challenge please email resume to [eyecarehouse@yahoo.com](mailto:eyecarehouse@yahoo.com)

Eye Elegance in the Montrose/Museum District is looking for an **OPTICIAN** with experience working with luxury frame companies. Excellent opticianry skills and the ability to close the big sale are the most important requirements. Job requirements include selling, ordering lenses, basic adjustments and repairs and keeping the store looking clean and fresh. Our store is very technology-driven and familiarity with the latest lens and frame technology is essential. Qualified candidates will have at least 3 years experience in luxury optical, preferably with some interest in learning about frame buying and store leadership, along with excellent written and verbal communication skills. This position will also work closely with our advertising company in keeping our website up to date and writing a bi-weekly

blog and quarterly newsletter. The person hired for this position will also work closely with the frame buyer in planning and preparing the trunk shows and other special events. We offer a very competitive salary, health, dental and life policies, and a 401k with company match and profit-sharing. Interested applicants please email a resume and cover letter to [mail@eyelegance.com](mailto:mail@eyelegance.com)

**Optometry Office Manager** Position available, for a medically oriented office with a busy optical. Requirements include: optical, lab experience, administrative skills, HR management, excellent customer service, and growth driven. Salary is very competitive, along with bonuses and benefits. Candidates, email your resume to [hnnasari04@gmail.com](mailto:hnnasari04@gmail.com) or fax to 281-265-9575.

Experienced **OPTICIAN-Katy** Looking for a full-time optician with 2+ years of experience. Opticians must be familiar with edging, dispensing and insurance. A people's person a plus! Please send along with your resume your availability. Email [kvision@nol.net](mailto:kvision@nol.net) or call 281-828-2020.

A professional optometry practice seeking an experienced highly motivated full-time **BILINGUAL OPTICIAN**. Applicant needs to be knowledgeable on frame styling, adjusting, lensometry, vision plans, insurance filing and cutting/edging. Must have an outgoing personality, able to multitask and efficient on computers. ABOC a plus but not required. Must be available to work Saturdays. Competitive salary based on experience. Email resumes to [management@pearlandtso.com](mailto:management@pearlandtso.com)

Busy West Houston optometric group seeking confident **OPTICIAN/OPTOMETRIC ASSISTANT**. Must be focused on superior patient care. Duties include frame-styling, prelims and contacts. Competitive pay, commission, bonus and extensive benefits package. Call Jane at 281-556-5353 or email resume to [jobs@memorialeyecenter.com](mailto:jobs@memorialeyecenter.com).

#### FEE SCHEDULE

50 words or less	- \$40
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86-95 words	- \$70

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2. Enclose a copy of the ad & check payable to COAT
3. Mail to COAT - P.O. Box 27630 - Houston, TX 77227



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Certified Opticians Association of Texas  
PO Box 27630  
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**Mission Statement**

Certified Opticians Association of Texas provides educational opportunities to certified and non-certified eye care providers, promoting opticianry as a Texas healthcare profession.

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Tuesday, March 25, 2014



HOYA

**Optimizing Office Efficiency**

One Hour ABO Credit

7:30 pm - 8:30 pm



*Presented by*

**Cassandra Viles**

Location: Hilton Houston Westchase  
9999 Westheimer Road  
Houston, TX 77042  
713-974-1000

Registration: 6:00 pm - 7:00 pm  
Dinner: 6:30 pm - 7:30 pm  
ABO Seminar: 7:30 pm - 8:30 pm  
Cost: 2014 Annual Membership Fee - \$70  
Non-member meeting rate- \$25  
(cash/check)

RSVP by March 21, 2014  
Register online on [www.coat.tv](http://www.coat.tv)  
713-890-2520

**2014 Calendar**

**March**

25- COAT Meeting - Hoya Vision  
26-30 -Vision Expo East

**May**

20- COAT Meeting - Shamir Insight

**July**

15- COAT Meeting - EyeCare Express Lab

**September**

16- COAT Meeting - Essilor Labs of America  
18-20- Vision Expo West

**November**

18- COAT Meeting - Vision-Ease

**2014 BOARD of DIRECTORS**

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