



**EYECARE  
EXPRESS**

Sponsors a Two Hour ABO Seminar

## Patient Focused Dispensing

Presented by

Melinda Dean, ABOM, FNAO

Patient Focused Dispensing allows the optician to learn to take a different approach moving from selling eyewear to recommending eyewear solutions to their patients using the RISK protocol. The optician takes on the role of the expert by matching the needs of their patients to the features and benefits of the various optical technologies to customize a Visual Solution. At the conclusion, opticians will be able to better communicate the benefits and optical technologies to their patients .

Meeting details on page 8.

## Lisa's Lines



Greetings,

Summer is really heating up and so is COAT! A lot of exciting things are happening, so be sure to read the entire newsletter.

The Great American Optician Video Contest deadline has been extended to July 18, 2014. The impressive list of celebrity judges include: Randy Jackson- American Idol, Cynthia Shapiro - Europa International, Chef Robert Irvine - Food Network, and Amy Schneider - Eyes of Faith.

This is the first time such an opportunity has arisen to create something to tell America what being an optician is all about. The winning video will receive \$3,500; second place will win \$2,000; and third place will receive \$1,000. Get creativity and cameras going!

I'm absolutely thrilled about this next bit of news! COAT showed the largest growth in the VisionWeb OAA Royalty Program and will receive a \$1000 bonus royalty check. Because you use VisionWeb and registered COAT on the program in VisionWeb that this has come to fruition. Thank you so much for your support! If you currently use VisionWeb and aren't sure if you're participating in the program, please see page 5 for the simple instructions or give VisionWeb a call.

If you didn't attend the May 20, 2014 meeting, you really missed out. Shamir Insight sponsored a two hour ABO seminar that was packed full of valuable information to help us understand the different personality styles of our patients, and ourselves as well. Gaining this knowledge helps us communicate and serve our patients and coworkers more effectively. Speaker Betty Manuel gave a dynamic presentation and held us all captive throughout the entire seminar.

Many thanks to Shamir Insight and Representatives Joe Lamm and Betty Manuel for sponsoring our May 20, 2014 meeting at Dave and Busters. Their generous sponsorship and excellent educational seminar was greatly appreciated by everyone in attendance.

Our next meeting is being sponsored by EyeCare Express Lab at Fratelli's Ristorante on Tuesday, July 15, 2014. It's going to be another fantastic two hour ABO seminar, so don't miss it! Register online at our website [www.coat.tv](http://www.coat.tv) today to reserve your seat.

I look forward to seeing YOU there!

Sightfully yours,

Lisa Harmon, ABOC, NCLEC  
COAT President



# May Meeting Highlights



Laura Johnson and Vice President Mustafa Asif.



COAT Annual Members Michelle Koonce and Simone Vanderwarker volunteer at the registration table.



Jonny wins a prize from Shamir representative Joe Lamm.



David Denton of VSP, Joe Lamm of Shamir Insight, Betty Manuel of Shamir Insight, and Kelly Kirby of Essilor Labs of America.



Digital Eye Lab's Suzy Pittman presents COAT Annual Member Chuong Nguyen with a lens voucher.



Hugs all around with Debbie Orr & A.J. Saper.



Adriana Ayala of ABB Optical mugs it up with COAT President Lisa Harmon.



An amazing turn out for the May meeting.



Shamir Insight's Betty Manuel presented an excellent two hour ABO seminar.



Shamir Insight and COAT;  
What a great partnership!



Enrique Atuesta is one happy prize winner!



EyeCare Express Lab is a full service Essilor Partner Lab located in southwest Houston. They were founded in 1984 by the Dinh family and became a majority owned laboratory of Essilor of America in January 2006.

Eye Care Express is still operated by the minority owner, Ty Dinh.

Simone Vanderwarker  
Eye Care Express Lab Representative  
713-774-2314

[info@eye-care-express-lab.com](mailto:info@eye-care-express-lab.com)

## About the Speaker



Melinda Dean, ABOM, FNAO

Melissa Dean is the National Training Manager for Essilor Laboratories of America, a Master Optician and an ABO technical speaker for Essilor Laboratories of America.

She started in the optical industry in 1989 and spent eight years in the optometry and ophthalmology fields in the St. Louis, Missouri area. In that time, she managed practices and optical shops within retail, independent, and HMO based operations, as well as large retailers. Melinda also worked with the students from the University of Missouri St. Louis - College of Optometry during their rotations. For the previous sixteen plus years, she has been an ABO technical speaker, sales consultant, strategic account manager for doctor alliances, and trainer working with private practices, optical retailers, and optical laboratories.

# OptiCon™ 2014



The 7th Annual National Opticians Conference is now OptiCon™ 2014. This event will take place September 5 - 7, 2014 in Nashville, Tennessee at the Gaylord Opryland Resort and Convention Center! Mark your calendar now so you don't miss this event. Come to Nashville before the conference, or stay after the conference to enjoy everything that Nashville has to offer.

OptiCon™ 2014 events will begin on Thursday evening, September 4 with a welcome reception, and continue through Sunday afternoon, September 7. Courses that are being scheduled include the following categories: Spectacle, Contact Lens, Business and Hands-On. We are also bringing back the ABO and NCLE exam review courses!

Registration for OptiCon™ 2014 is now open. Go to [www.abo-ncle.org](http://www.abo-ncle.org) to register on-line using a credit card. Pay by check options are also available on the ABO-NCLE website.

Questions regarding conference registration? Contact our registration staff at [registration@abo-ncle.org](mailto:registration@abo-ncle.org); and someone will contact you within 24 business hours.

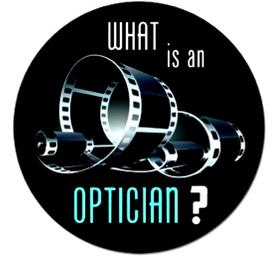
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For more than 95 years, Walman has been an independent ophthalmic provider. Our focus has been to provide ophthalmologists, optometrists and opticians with the utmost in quality, service and value- and we have been rewarded with industry leadership.

# The Great American Video Contest

**Deadline Extended to JULY 18, 2014!**



The Opticians Association of America (OAA) is proud to announce that our organization, in a partnership with Transitions Optical, will be hosting a video contest to help define opticianry. The contest is simple - create your own 30 to 90 second video conveying to a consumer what opticians are and what they do.

The Video Contest is open to all students, state associations, film makers and any individual residing in the United States of America. The winners of the contest will be announced at the 2014 International Vision Expo West in Las Vegas, Nevada. The winning video will receive \$3,500; second place will win \$2,000; and third place will receive \$1,000.

The contest runs from April 17, 2014 through July 18, 2014. The creative and informative videos will be uploaded to the OAA YouTube Channel during the contest and then reviewed by a panel of celebrity judges who will ultimately pick the top three videos.

The impressive list of celebrity judges include:



Randy Jackson  
American Idol



Amy Schneider  
Eyes of Faith



Chef Robert Irvine  
Food Network



Cynthia Shapiro  
Europa International

Sam Morgenstern, spokesperson for the Video Contest, had this to say about the contest. "Opticians know the important role they play in the eyecare field; however the everyday consumer does not really understand what an optician is and does. This contest is a fun way to help 'define' opticianry for the consumer. After the winners are announced in Las Vegas, I am hopeful that a short commercial segment will be created that can be seen all across America, so please put your creative thinking caps on and help us define what the Great American Optician is."

A complete list of the contest instructions, rules and regulations is available on the Opticians Association of America's website ([www.oaa.org](http://www.oaa.org)).

**Find Little Eyeglass Guy!**  
He's hiding inside this newsletter.  
Be first to email his location and win a Starbucks gift card!  
Email [coatpresident@yahoo.com](mailto:coatpresident@yahoo.com)

## Key to 2nd Pair Sales

By Rachael Click, OD.



Second pair eyewear sales increase if you start the conversation with the appointment call and continue it all the way to check-out time. The deal clincher: hard-to-resist discounts.

Educating patients about why they should invest in a second pair of eyewear, and then creating second pair discounts, are keys to how my office drives optical shop revenues. This ensures patients have all the eyewear they need. Here is how we execute this strategy.

### Start Conversation Pre-Exam Room

Sometimes the second pair conversation begins when the patient is making their appointment. We have our second-pair incentive information listed on our web site, so when a new patient calls to make their appointment, and ask about the discount, we are ready to educate them about their second pair options. Another time that the second pair conversation might begin earlier than the exam room is when insurance details are being discussed before patients see the doctor. Some insurance companies will give a 20- to 30-percent discount for second pair sales, but we give a 50 percent discount, which is a great way to start the conversation and educate patients about how we value and understand the need for multiple pairs.

### Reinforce Second Pair Message in Exam Room

My practice, Preferred EyeCare Center in Mount Pleasant, SC, heavily practices doctor-driven recommendations. We have a vision treatment plan that I try to fill out for every patient. This allows the doctor to rank their recommendations in order of importance based on the patient's needs and lifestyle. It is very rare that there are less than three recommendations. The staff then continues this conversation into the dispensary for the frame selection. Since there are multiple recommendations given, the second pair is an easier topic to discuss.

### Make the Second Pair Case

Any patient can be sold a second pair, but a common scenario for us is the presbyopic patient. Here is what I might say to that patient about the need for additional eyewear: "Mrs. Jones, I have your everyday glasses prescription finalized for you. This pair is going to be ideal for everyday tasks such as driving, grocery shopping, going out to dinner, cooking and watching TV. I also have your reading prescription finalized for you. I recommend this prescription because you mentioned eye fatigue when reading and working on the computer for long periods of time. Even though they are both bifocal-style lenses, this reading prescription is going to reduce eyestrain because the computer and reading portion of the lens is bigger. However, as you can see

from my diagram, the distance portion of this lens is reduced. So, this is going to be a pair of glasses that you wear when you are working."

Lastly, I recommend to all of my patients a good pair of polarized sunglasses because it acts as "sunscreen for your eyes." If a patient only has one pair of eyeglasses and sunglasses, and they are new to our office, I utilize the answers to their lifestyle questions to recommend the second pair. If they already have sunglasses, I ask them if they are polarized or prescription. If not, that is an excellent opportunity to discuss the reasons to recommend one or both of those parameters. If the patient is established, then I will refer to last year's treatment plan to make updated recommendations. I also look to see if they have Transitions in their eyeglasses as that is another easy recommendation. Regardless of whether a patient is new or established, if they have a high prescription I always recommend a second pair as a back-up due to their disabling vision. Lastly, I always update patients on any changes in lens technology or style since their last purchase. Then I try to relate how those changes would positively improve their vision and life.

### Create Too-Hard-to-Resist Discounts

Preferred EyeCare Center has always offered 50 percent off on second pairs when purchased the same day as the first pair. We have never had a time where we didn't offer it, so I don't know what impact offering 50 percent off has had on the bottom line compared to not offering it. However, I can say that the team's dedication to giving good patient care and solid recommendations has allowed us to consistently average over \$400 revenue per patient.

There was a time that we extended the 50 percent off to match the timeline of our optical lab. Labs will normally extend the 50 percent off to us for 30 days from the original invoice date. We only did this for a very short time because we found that by extending the timeline offer to 30 days it greatly reduced the call to action. Financially, offering 50 percent off has not lost the practice any money. The optical labs will invoice the business 50 percent off too. So, the only possible money lost would be on the frame. However, with the large discounts that managed care makes us take on the initial frame billed through insurance, sometimes there is a bigger profit margin on the second pair.

We also offer patients 20 percent off their second pair of eyeglasses that are not purchased on the same day. For us, this has been a good strategy for increasing same-day sales. We don't have a lot of people who come back a few weeks later to buy the second pair, but we do have a lot of people who take advantage of the same-day 50 percent off offer. Sometimes it goes to the extreme, meaning if a patient has payday next week and they want multiple pairs, they will indeed pair, but we do have a lot of people who take advantage pair,

Continued on page 7



## 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 July 10, 2014.  
Register Online Today!  
[www.coat.tv/meetings.htm](http://www.coat.tv/meetings.htm)**



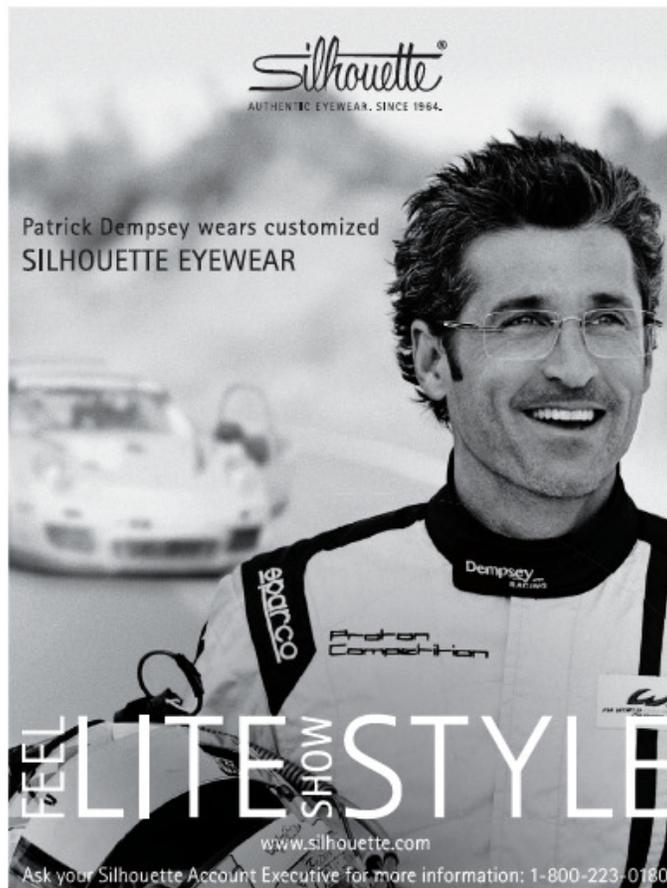
## COAT Wins VisionWeb Organization of the Year!

We received notification from the Opticians Association of America (OAA) that COAT has been named the VisionWeb Organization of the Year!

COAT is the OAA state association for Texas, and has been participating in the VisionWeb OAA Royalty Program since 2010. Out of all the OAA state associations, COAT attained the highest growth in the program, and will receive a \$1000 royalty check from VisionWeb.

Thanks to all of our members and friends for participating in the VisionWeb OAA Royalty Program. By using VisionWeb, you've not only benefited your business, but COAT as well.

Keep up the good work and thank you again for supporting COAT through this wonderful program.





## 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 recertification 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

Upscale West University optometric practice seeks experienced full time OPTICIAN. Applicant needs to be outgoing, personable, and possess excellent customer service and great interpersonal skills. In addition the applicant must be dependable, well organized, and able to multi-task and cross train in all areas of the office with emphasis on patient prelims. We offer a very competitive package with an hourly pay, bonus and benefits, paid vacations and Sundays and Mondays off. Please forward your resume to [focus@visionoptique.com](mailto:focus@visionoptique.com)

FEE SCHEDULE	
50 words or less	- \$40
51-69 words	- \$50
70-85 words	- \$60
86-95 words	- \$70

Ads will be posted online for sixty days and in one bimonthly newsletter upon receipt of payment.

1. Email ad to [coatsecretary@yahoo.com](mailto:coatsecretary@yahoo.com)
2. Enclose a copy of the ad & check payable to COAT
3. Mail to COAT - P.O. Box 27630 - Houston, TX 77227



Continued from page 4

but we do have a lot of people who take advantage of the same day 50 percent off offer. Sometimes it goes to the extreme, meaning if a patient has payday next week and they want multiple pairs, they will indeed come back for both pairs. That is interesting to me because we have found that if they only have the intention of buying one pair and leave without purchasing, the likelihood of them returning is much less than it is when they want multiple pairs.

### Market for Second Pair Sales

Our marketing for second pair sells is multi-layered. First it is listed on our web site and in our printed office brochure. We also utilize [Constant Contact](#) to send e-blasts to our patients for any updates or new product launches. In addition, we e-blast our patients with our regular office policies to remind them of the discounts associated with second pair sales. There is also internal signage in the dispensary. But I have found the biggest source of marketing is word of mouth. All staff members know when and how to bring up multiple pair sales throughout the production cycle. For instance, the front desk coordinator talks about it when going over insurance details. The opticians and doctor assistants talk about it in relation to the doctor-driven recommendations.

### Train to Drive Second Pairs

Training is performed during our weekly business meetings so the overhead operating costs remain the same. Training consists of sales strategies on how to present second pairs to each patient. Our Essilor rep participates in our business meetings approximately once a quarter, so we were easily able to incorporate strategies and ordering details into that allotted time. The right strategy and discounts combined with a staff ready to implement your second pair action plan makes all the difference.

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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)

## DUSTIN





**Certified Opticians Association of Texas**  
PO Box 27630  
Houston, TX 77227

**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.



Sponsors a Two Hour ABO Seminar

**Patient Focused Dispensing**

*Presented by*

**Melinda Dean, ABOM, FNAO**

**Location: Fratelli's Ristorante**  
1313 Wirt Rd, Ste D  
Houston, TX 77055  
713-263-0022

Registration: 6:00 pm - 7:00 pm  
Dinner: 6:30 pm - 7:30 pm  
ABO Seminar: 7:15pm - 9:15 pm  
Cost: Non-member rate: \$25 (cash/check)

RSVP by July 10, 2014  
Register online on [www.coat.tv](http://www.coat.tv)  
713-890-2520

**FOOD, FUN AND PRIZES!**

**2014 Calendar**

**July**

- 15 - COAT Meeting - EyeCare Express Lab
- 18 - Deadline for the Great American Video Contest

**September**

- 5-7 - OptiCon 2014, Nashville, TN
- 16 - COAT Meeting - Essilor Labs of America
- 18-20 - Vision Expo West

**November**

- 18 - COAT Meeting - Vision-Ease



**Remember to RSVP  
by July 10, 2014.**

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

**2014 BOARD of DIRECTORS**

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