

Increase Patient Satisfaction and Your Bottom Line with the Transitions® Family of Products

Dr. Mandadakis & Associates serves patients of all ages and ethnic backgrounds, and he has been recommending Transitions® lenses to his patients ever since he graduated from Optometry school 12 years ago. He explains, “I’ve always been very adamant about the benefits they provide. Anytime there is an addition to the *Transitions* family of products, we immediately prepare to talk about it with our patients”

His practice offers **all three everyday lenses** to patients – *Transitions* lenses, Transitions® XTRActive® lenses and Transitions® Vantage™ lenses – as well as Transitions® Drivewear® sun lenses. Like other practices offering the complete family of *Transitions* lens options to patients, **Dr. Mandadakis has experienced increased sales growth and patient satisfaction.** In 2012, the practice’s *Transitions* lens share was 46 percent and Dr. Mandadakis is shooting for the 50 percent mark in 2013.

Why a Family of Products Makes Sense

“As practitioners, the pathology of the eye and eye health is something we are always focused on, but sometimes we forget that we can also enhance our patient’s vision by recommending corrective eyewear that matches their lifestyle.”

A patient survey on hobbies and day-to-day activities helps Dr. Mandadakis decide which option in the *Transitions* family of products he thinks the patient will benefit from most. **Because he offers the full family, Dr. Mandadakis is able to cater to different niche markets and meet various patient needs.** He has found that patients who spend a lot of time outdoors are satisfied with the extra darkness that *Transitions XTRActive* lenses provide; and those who are boaters or looking to cut more glare enjoy wearing the new *Transitions Vantage* lenses with the added variable polarization.

“My patients expect me to introduce them to the **latest and greatest technologies** in the industry, and I happily do that by talking about the full line of *Transitions* products in the exam room.

Offering the full family of products allows us to set our practice up for continued business growth. We are able to make more of our patients **happy** because we can recommend eyewear that better aligns with their **lifestyle**. Plus, a happy patient results in more referrals for our practice; it’s a snowball effect.”



Dr. Ken Mandadakis

DR. KEN MANDADAKIS & ASSOCIATES

Dr. Mandadakis was born and raised in Toronto and studied optometry in Manhattan, New York. He lives and practices full scope optometry in Toronto, seeing patients of all ages, from birth to 100+! He also serves on the board of directors for the Ontario Association of Optometrists, helping to improve the profession for both optometrists and patients.



Transitions lenses

Product Education Leads to a Happy (and Informed) Patient

Some practitioners worry about overwhelming their patients with too many choices if they talk about the different *Transitions* lenses available. However, Dr. Mandadakis believes that it is **his duty to cover all bases** and provide the patient with the information he or she needs to make an **informed decision** about their eyewear purchase.

Offering the latest and greatest technologies is important to Dr. Mandadakis, which is why he continues to introduce his patients to all of the *Transitions* lens products.



Transitions XTRActive lenses

“I know my patients will be upset with me if I neglect to tell them about a product and then hear about it from another practice. It’s a situation we do not want to be in. At the end of the day the patient must make the final decision, but we must do our best to put them in a position to respond well and make the decision on their own.”

Dr. Mandadakis will also share his product recommendation with staff so that they understand exactly what was discussed with the patient when he hands them off. This is very important because he knows patients usually have more questions and the entire team should be prepared to provide answers.

Be Ready to Adjust Expectations

Patients concerned about the drawbacks associated with early versions of photochromic lenses – such as slow fade-back time, or little to no activation in the car – can be obstacles for practices to grow their market share of adaptive lenses.



Transitions Vantage lenses

Dr. Mandadakis believes the most important thing is to adjust patient expectations first. He likes to explain how *Transitions* lenses are not meant to replace sunglasses, but that they are designed to offer an extra layer of protection for the eyes. He uses interactive point-of-sale (POS) tools, like a UV demo lamp, to visually demonstrate the activation stages of *Transitions* lenses and show how the technology has improved and aren’t what they used to be.



Transitions Drivewear sun lenses