



Doctor Driven Dispensing Sample Scripts

Implement a Doctor Driven Dispensing model in your practice and see the results for yourself. To help get you started, below are two sample scenarios to guide your patient conversations.

Mr. Smith's Annual Checkup

Mr. Smith, everything looks good with your eye health. There are no signs of any disease, but with your family history of diabetes, we need to see you once a year. Our staff can schedule you today for an annual visit and provide you with some helpful information on your eye health.

With your new prescription, you should notice you're no longer having problems reading fine print or your iPhone. With all the traveling you do, I suggest you travel with a spare pair of eyeglasses – we can clean up your current pair and insert your new prescription very economically.

Now for your sensitivity to bright light, I am recommending Transitions® XTRActive® lenses. They will be your new everyday pair of glasses. They have a slight tint indoors and will darken quickly in sunlight – this will obviously help with your sensitivity to bright light, but will also protect from glare, eyestrain and fatigue. And of course they block 100% of harmful UV, which is a good way to protect against cataract formation and damage to the sensitive skin around your eyes. When you come back indoors, they clear up before you know it. So you look good with your clients and are totally protected outside. And these lenses will darken behind the windshield so you're protected while driving as well.

I'm wearing them now, and I wouldn't be without them. The slight indoor tint makes my eyes more comfortable and looks good in this frame.

This is our optician, Rose, who will help you with your prescription and your frames. Rose, I am prescribing *Transitions* lenses in XYZ progressive for Mr. Smith. In addition, show Mr. Smith what we can do for him with our "Spare Pair" program. He travels a lot and needs a backup pair to keep in his briefcase.

Mr. Smith, Rose can answer your questions and help you pick out a frame. Thank you for coming in today, and please call if you have any concerns or questions. See you in 12 months.

Ms. Engler's First Visit

We are delighted you chose our practice, Ms. Engler.

First, as this is your first pair of eyeglasses, let me tell you what to expect going forward. Every time you come in for an exam, I will look at the back of your eye to check for any sign of disease or degeneration, just like I did today. Then I will ascertain what prescription will bring your eyes back to 20/20 or as close as possible. In your case, your eyes look perfectly healthy, and we can correct your vision with lenses that will bring your distance vision back into sharp focus again.

I am going to recommend *Transitions* lenses with an anti-glare coating for you. The latest *Transitions* lenses are a remarkable technology breakthrough – they are completely clear indoors, and with the anti-glare treatment, you won't even see the lenses in your frames! Your vision will be crisp indoors, and you'll be able to read all kinds of screens with no problem. Then, when you go outside, your lenses will darken to protect you from glare, bright light and harmful UV. So your vision will be crisp outdoors as well. And the anti-glare treatment will make night driving a whole lot safer as there won't be those distracting reflections from oncoming lights.

Let me introduce you to Brooke, our optician. Ms. Engler is a first-time eyeglass wearer, Brooke, so make sure you answer all her questions. I am prescribing the new *Transitions* lenses with AR for her; they'll help her see a lot better, and she'll still look great once you help her select a frame that flatters her.

Thanks for choosing our office, Ms. Engler, we'll see you in 24 months.