



Five Patient Questions You Should Be Ready For



A survey, sponsored by Transitions Optical, Inc., revealed the five most common questions patients ask their eyecare professional about photochromic lenses.¹

1: Do photochromic lenses work in the car?

Giving patients another choice in adaptive lens technology, Transitions® XTRActive® lenses were designed for people who spend a lot of time outdoors and want some activation in the car. These lenses have a unique formula (or blend) of photochromic dyes, which are “tuned” to activate not only to UV light but also visible light. *Transitions XTRActive* lenses are able to work in the car because a car windshield only blocks UV light – not visible light – so they provide a moderate level of activation in the car.



What you can say:

“There are actually a few different types of Transitions® lenses. Transitions XTRActive lenses were designed to activate while driving by using both UV and visible light. So, anywhere you go, Transitions XTRActive lenses are always working to protect your eyes from the brightest sun and harsh indoor light.”

2: How dark do photochromic lenses get?

Transitions® XTRActive® lenses are the darkest Transitions® everyday lens available and are a great option for patients who want extra protection. Transitions® Signature™ lenses use the new *Chromea7™* technology. They have greater temperature stability, which allows them to have more consistent performance in all temperatures than previous generations – so they are darker when it is hot, and have similar darkness when it is cold. This question is also a perfect opportunity to reinforce the concept of adaptability in all situations.



What you can say:

“Photochromic lenses, like Transitions lenses, can get as dark as ordinary sunglasses. If darkness outdoors is important to you, I’d like to tell you about Transitions XTRActive lenses – the darkest Transitions lens available. As you know, sunglasses have a set tint – so no matter what situation you are in, they’re always the same shade. What’s great about Transitions lenses is that they automatically adjust their level of darkness as lighting conditions around you change.”

3: How quickly do photochromic lenses change?

Thanks to *Chromea7™* technology, Transitions® Signature™ lenses are more responsive than ever before and have the fastest fade-back speed of all of the Transitions® lenses available. Patients may also express concern about slow fade-back time because they remember early versions of photochromic lenses. The best way to handle this question is often by showing patients the product – particularly if you are wearing *Transitions* lenses yourself – and explaining to them the enormous leaps in product generations. *Transitions* lenses have come a long way since they were first introduced, and are now meeting a wide range of patient needs.



What you can say:

“Transitions lenses darken immediately upon exposure to UV light and will fade back to clear as soon as UV rays are no longer present. I want to point out that Transitions lenses are not the same as they were ten, five or even three years ago. The previous technology took a little bit longer to fade back to clear indoors, but in the newest Transitions Signature lenses with Chromea7 technology allows the lenses to fade back twice as fast. Let me show you how quickly they activate...”

4: If I wear photochromic lenses, does that mean I don't need a separate pair of sunglasses?

Patients can be confused at times about the benefits of Transitions® lenses, believing they will never need to wear sunglasses again. It's important to set patients' expectations about product performance and explain to them that *Transitions* lenses are only a replacement for ordinary clear lenses, but that often a second pair, like polarized sunglasses, is recommended for specific situations.



What you can say:

“Transitions lenses are a fantastic replacement for your clear lenses because they will always provide you with the protection you need – especially if you don't have your sunglasses handy. How do you spend your days? I think an additional pair of polarized sunglasses would serve your needs and provide added benefits for you so that no matter what environment you find yourself in – indoors or outdoors – you'll be protected.”

5: Does my insurance cover them (photochromic lenses)?

Every vision insurance plan varies. It is important to review the benefit with your patients (after making a full recommendation) and position any benefit provided as a discount off the overall cost of their lenses.



What you can say:

“It's great that you have a vision plan and it is going to serve as a great discount towards the lenses we discussed today. With your specific vision insurance plan, ___% of your Transitions® lenses will be covered. Keep in mind that you may also have some flex dollars that you can put toward the purchase. My priority is to help you find the best solution for your health and visual comfort – and I believe this includes Transitions lenses for you.”

¹ Survey conducted by Jobson Optical Research in November 2014 among a representative sample of 256 independent eyecare professionals.