

Meet your Patient's Lifestyle Needs with the Transitions® Family of Products

When Transitions® Vantage lenses launched in 2012, Clarus Optical saw it as the perfect opportunity to prescribe lenses based on their patient's individual lifestyle needs. With the complete Transitions® family of products the Clarus Optical staff now had more options to present to patients to protect their vision. Offering Transitions® lenses as a family of products has made the patient recommendation process seamless, and ultimately more profitable for the practice. Currently, Clarus Optical has a *Transitions* lens share of 37.5 percent and has increased its overall net profit significantly – by 15.4 percent.

“The patients love the change in our approach. They feel more empowered with the idea that they have a voice in how their lenses will work for them. The option of *Transitions XTRActive* changing behind the wheel while they drive, or going from clear to polarized in *Transitions Vantage* has opened many doors of conversation with patients.

Second pair options have increased based on the new technology in lenses to meet the patients' specific visual requirements and activity levels. The feedback we have received has been amazing.”



Established **1968** in Lacey, Washington, our Ophthalmologist and Optometrist at Clarus specialize in caring for all your vision needs. We handle everything from eye exams and full service optical, specialty lenses and eye surgery. By staying current with the latest developments in eye care, prescription lenses and advances in lens technology, our vision center can provide you with the best vision, advice and fit today—and in the years to come. We take pride in building lasting relationships with our patients, which is why we take the time to get to know you, your vision requirements and your lifestyle needs.

Clarus Optical was able to grow its *Transitions* lens sales by setting goals through the *Transitions* Marketing Wiz at the beginning of the year and educating more of its staff and patients on the products. They hold monthly staff meetings to review products and growth as well as quarterly doctors meetings to keep all of the doctors in the loop regarding new technology, industry changes and to review overall goal updates.

Increasing patient satisfaction

“By listening to the patient, then educating them on the best options for their individual lifestyle needs and offering more than one pair to meet those needs, we've increased patient satisfaction and growth of our business,” said Kim Manthe, administrator, Clarus Optical.

Whether the patient sees one of Clarus Optical's ophthalmologists or optometrists, the patient is educated on the importance of UV protection for their eye health and on how *Transitions* lenses can provide the protection they need by blocking 100 percent of UV rays at all times.

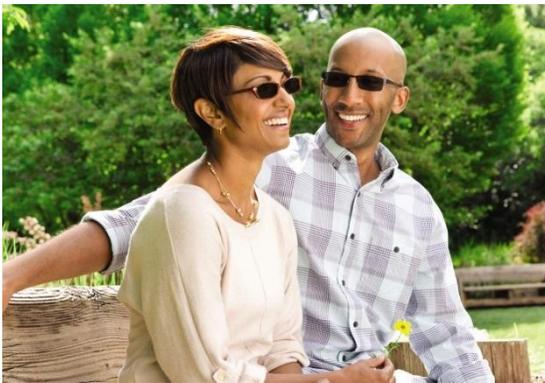
Once the patient is introduced to the optician, the optician surveys the patient to address their individual needs for both indoor and outdoor eyewear. During this time, the patient is educated on Transitions® VI, Transitions® XTRActive®, *Transitions Vantage*, and Transitions® Drivewear™ lenses.



Transitions lenses



Transitions XTRActive lenses



Transitions Vantage lenses



Transitions Drivewear sun lenses

The optician then provides specific recommendations based on the patient's activity levels and visual requirements. This opens the dialogue for the patients' second pair of glasses, which could be an occupational-based second pair, such as Transitions® adaptive sunglasses, sports protection or fashion sunwear.

Educating staff

Fitting each staff member with a pair of *Transitions VI* lenses, *Transitions XTRActive* and *Transitions Vantage* lenses was key to get staff buy-in. Staff members were able to experience the difference between all of the lenses and learn how the benefits of each product can meet their patients' lifestyle. Clarus Optical also offers its staff professional development through seminars and online education to help them understand the technology behind each product.

"The opticians could speak with passion regarding the benefits and advantages that the *Transitions* family of products offers each person, regardless of the patient preference," added Manthe. "With this new found personal experience with *Transitions* lenses, the doctors and staff enthusiastically recommend them to their patients."

Tips for success

"Some tips that I have found to be successful in presenting the *Transitions* family of products or second pair options include surveying the patient, speaking to them about indoor and outdoor use and listening to the patient and assessing their particular activity levels," said Manthe.

Clarus Optical also provides a 30 day guarantee, which allows the patient to "test drive" *Transitions* lenses for 30 days. It is not only helpful for first time wearers, but also helps patients who have not been introduced to the newest technology offered by Transitions Optical. This instills a sense of confidence in the recommendations that the doctors and opticians have made regarding *Transitions* lenses.

Overcoming barriers

Manthe added: “When we speak of barriers or myths a practice may have to overcome regarding *Transitions* lenses, one point stands out more than the rest – presenting new technology. Education of doctors and staff regarding new technology is key to practice growth.”

As a practice, Clarus Optical sends doctors and staff to Transitions Academy for education. They also have their Transitions Optical representative come in to teach new lens technology classes at the monthly staff meeting. By learning about the *Transitions* family of products and the newest lens options, the doctors, opticians and staff have the tools to speak to patients with confidence.



“The more your practice has the conversation with the patient about their best options and how multiple pairs of glasses can meet all of their individual needs, the more fluid the process becomes. Without the education and conversation your optical business can’t grow.”

Transitions, the swirl and XTRActive are registered trademarks and *Vantage* is a trademark of Transitions Optical, Inc. ©2013 Transitions Optical, Inc. *Drivewear* is a trademark of Younger Mfg. Co. **Photochromic performance is influenced by temperature, UV exposure and lens material.**