

Big Success Comes in Small Recommendations

“We don’t have a ‘do you want fries with that’ mentality. It’s not ‘do you want Transitions on those lenses?’

We say your child should have Transitions lenses and this is why.

*We talk about **UV protection**, we talk about **comfort** and we talk about **eye health** for kids.*

When we start kids with Transitions lenses at a young age they continue to come back and ask for Transitions lenses all the way through to college and beyond.”



Dr. Linda Chous

THE GLASSES MENAGERIE

Dr. Linda Chous, pediatric optometrist, believes that children need special care in the diagnosing and treatment of vision problems. She is experienced in pediatric optometry and her clinical interests include pediatric visual rehabilitation.

Over half of the young patients visiting The Glasses Menagerie in Minneapolis, Minn., a pediatric eye care practice, **wear Transitions® lenses.**

Their success is a simple matter of the entire staff making – what they believe is – the right recommendation.

Dr. Linda Chous explains, “We dispense a large percentage of *Transitions* lenses in our practice and the reason is that **my staff knows what a great product it is for children and conveys that message to parents.**

It’s About Offering the Best

Once *Transitions* lenses made photochromics available in polycarbonate material, Dr. Chous and her team began recommending them to children as an everyday lens option. While she certainly recognizes the business benefits of prescribing *Transitions* lenses, she also knows that it establishes her practice as offering the leading lens products for children.

“There are certainly financial benefits to prescribing premium lenses, but it also creates the idea that my practice provides the **BEST** products for children – we are cutting edge.”

It’s About the Prescribing

“The first thing I do is talk to the parents – and the child – myself while in the exam room. I discuss any challenges they might have with their vision **and prescribe** different treatment options. We talk about *Transitions* lenses and how they are a great fit for their child.”

Dr. Chous finds children like *Transitions* lenses because of the “cool” factor. Their friends think their eyeglasses are cool when they see the lenses adjust to the changing light on the playground.

“I’ve found that when you talk with a child, you talk to the parent also. If you talk at a level that a child can understand, the parent will understand as well. Parents typically appreciate when you talk to the child because the parent can later say, *‘Now remember what the doctor said’.*”

Then, the staff reinforces what was said in the exam room.



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Photochromic performance is influenced by temperature, UV exposure and lens material.

It's About Comfort and Protection

When speaking with parents, The Glasses Menagerie staff highlights the benefits of *Transitions* lenses: Childhood is a critical time in the development of the eye and UV protection is essential. *Transitions* lenses in polycarbonate material are impact resistant, block 100% of UVA and UVB rays and automatically adapt to changing light conditions to increase visual comfort.

It's About Eye Health

The staff understands that glasses are a medical device that will help with the development of the child's vision as they grow. Since *Transitions* lenses are suitable inside and outside, it means kids will keep their eyeglasses on rather than switching from clear lenses to sunglasses, and thus losing eyewear during the switch.

Many children take medications that can cause photosensitivity. The most commonly prescribed that can increase the child's risk are ADHD medications (for example, Ritalin, which can cause mydriasis), steroids/inhalers to treat asthma, medications used in the treatment of acne (including both Accutane and antibiotics) and atropine drops used in amblyopia therapy. Parents with children taking any of these medications need to know that light sensitivity comes as a side effect and *Transitions* lenses can help reduce symptoms. Also remember that many young patients with high refractive errors (in particular, astigmatism) experience photophobia and will benefit from the comfort *Transitions* lenses provide.

It's About Belief

Everyone in the office wears *Transitions* lenses, whether they need glasses or not, so they can show parents how today's technology enables the lenses to adapt and the staff can speak personally to the benefits of the product. This helps to debunk any myths about *Transitions* lenses not getting clear enough indoors.

Another myth about *Transitions* lenses is that schools don't allow them on the playground because they are viewed as sunglasses. In all her years practicing, Dr. Chous has only had to address this one time. She explains, "We had a problem with a school not allowing sunglasses on the playground, but a group of parents approached the school administrators, stating that the school could not restrict the use of spectacle lenses that have been **prescribed** to the child – another reason for the doctor to prescribe *Transitions* lenses."