

# The Result of Implementing Doctor Driven Dispensing

“We had an ‘ah ha!’ moment when we discovered the secret of prescribing from the chair. I’ve found that patients are more likely to purchase a product when I prescribe in the exam room because it’s taken as a doctor recommendation and not a sales pitch – which is often the feeling patients get if they first hear about a product in the dispensary.”



**Dr. Eric White**

### COMPLETE FAMILY VISION CARE

*Dr. Eric White is owner of Complete Family Vision Care, the recently named 2012 Transitions Eyecare Practice of the Year. He is a consultant to many advisory boards and numerous professional optometric organizations and a strong believer in the Transitions® brand.*

Over the past several years, San Diego-based Complete Family Vision Care has experienced a high margin on the premium products it recommends, including anti-reflective (AR) coatings and Transitions® lenses. Dr. Eric White attributes his practice’s success to following a Doctor Driven Dispensing model, a process where *Transitions* lenses and AR are included as part of the patient’s prescription, instead of part of the retail sale.

After hearing Dr. Peter Kehoe, past AOA president and professional development advisor for Transitions Optical, speak on Doctor Driven Dispensing, Dr. White has taken the philosophy to heart and has changed how he prescribes to patients in the exam room.

Since incorporating the model, his practice has achieved and maintained a Level 5 status within Transitions Optical’s Star Partner Program (a program to help eyecare professionals grow their businesses – while earning special rewards) by maintaining more than a 35 percent *Transitions* lens share. For example, 3 out of every 10 pairs of eye wear sold are *Transitions* lenses.

#### **Getting to know your patients**

To truly recommend the best for a patient, it’s important to have a thorough patient case history to review and understand your patient’s lifestyle and unique visual needs.

Because of this, Complete Family Vision Care encourages its patients to complete Transitions Optical’s consumer-friendly EyeGlass Guide before their appointment or while waiting, so that Dr. White is able to address all patient concerns in the exam room.

#### **Talking Transitions lenses in the exam room**

After checking his patient’s prescription and completing the eye exam, Dr. White will immediately begin explaining what eyewear solutions he thinks his patient needs to see their best and why.

Dr. White says he always recommends an AR coating first and explains why non-glare coatings are important. He then recommends *Transitions* lenses for nearly every patient he sees. The patient will then usually bring up any questions and/or objections they have about the product, which gives him the opportunity to better explain the benefits and improved technology upfront.

“I not only keep point of sale in the dispensary, but also in my exam room. For example, I’ll use the *Transitions* lenses I’m wearing that day and show them personally how they activate using the Transitions UV Demo Unit.”

Dr. White has also discovered a great way to recommend *Transitions* lenses to his patients who need reading and computer glasses. This may sound odd at first, because



these are typically indoor activities, but because of the rise of smartphone and tablet usage, more and more patients are using these devices outdoors, and looking for eyewear to cut glare and reduce eyestrain. This strategy has helped the practice achieve significant growth in 2012.

*"I start by asking my patients, 'Do you have an iPad, Kindle or smart phone? Do you ever have trouble reading these devices outside? Transitions lenses can help and make your eyes feel more comfortable.'"*

**Re-emphasizing the Recommendation**

"By the time my patients meet with my staff to choose their options, they've probably heard me recommend *Transitions* lenses about three times."

Dr. White always escorts his patients from the exam chair to meet with his opticians in the dispensary. During this time, he reinforces his recommendation by explaining again what he is recommending and how the patient will enjoy the benefits. He does this so that his staff members understand exactly what he and the patient have talked about so that they can pick the conversation right back up.

"Taking those extra couple of minutes outside of the exam room is truly worth it – for our practice's growth and for strengthening relationships."

**Five Key Steps of Doctor Driven Dispensing – From Peter H. Kehoe, OD, FAAO, DOS**

1. *Patient Case History*
2. *The Eye Exam – play detective to uncover ALL visual needs*
3. *Exam Summary and Specific Doctor Recommendations (Prescribing)*
4. *Passing of Authority – or The Hand Off to the Optical Staff*
5. *Optician/Dispenser Relationship*

Regardless of the practice setting, a Doctor Driven Dispensing philosophy can be a win for the patient and the practice. Since implementing the model, Dr. White's **Transitions lens share has greatly increased** from the low teens to the high 30s or even low 40s in some months. Additionally, he says the model has allowed him to build more **enhanced doctor-patient relationships**, which has contributed to **increased patient loyalty** and a **jump in referrals rates**.

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