

LIGHT MANAGEMENT IN PRACTICE

9 out of 10 eyeglass wearers¹ declare they are light sensitive. They want solutions, but they are waiting for you to initiate conversation.

There are opportunities at each point of contact to educate and guide patients to the right light management solutions.



1. Transitions Optical, Life 360 Live Wearers Testing in US, France, China (IFOP 2016/2017)

WHEN

WHAT TO DO

WHAT TO SAY



Pre-visit & Reception

Place a link to the Transitions.com light sensitivity quiz on your website to start the conversation.

Use a medical history and lifestyle questionnaire including questions about medications to elicit conditions that lead to light sensitivity.

Please take the light sensitivity quiz before you come for your appointment. You will find the link on our website. Ask the patient to bring all their current eyewear with them.

Please fill out this medical history and information regarding your vision, so we don't miss a thing that might be uniquely important for you. Also, when are you most bothered by light? Notate when and where the patient experiences irritation, on the form.



Pre-exam Testing

Ask questions about light sensitivity and bothersome light or revisit from questionnaire.

Test the patient's current primary eyewear with a UV activator to see if they change.

If they are *Transitions* lenses...

If they are not *Transitions* lenses, ask...

When you think about it, how often do you squint or shade your eyes outside? What precaution do you take when you encounter harsh lighting?

I'm testing your lenses to see if they protect your eyes when you're outdoors and don't have sunglasses at hand.

Great, you are wise to proactively protect your eyes with *Transitions* lenses. They protect you from harmful and harsh light. We'll make sure get them again in your new glasses.

How are you protecting your eyes from the sun and digital devices?



Exam

Educate, then discuss the importance of protection from UV, glare and harmful blue light for their primary pair. If pertinent, address medical conditions and medications that cause light sensitivity. Also determine if a second pair of sunwear is needed for activities like driving or sports. Prescribe *Transitions* lenses and a sun pair.

I'm going to prescribe you *Transitions* lenses. This will replace your current clear-only lenses, because they provide inadequate protection for your eyes outdoors when you don't have your sunglasses handy. These will likely become your favorite glasses because they effectively manage light while protecting your eyes. I'm also prescribing a pair of polarized sunglasses to help on your commute and when you are outside for extended periods of time.



Handoff

Transfer authority from the OD to the optician to make the patient feel cared for, and increase capture rate.

Reiterate prescription and medical reasons.

This is ___ my optical expert and *Transitions* light management lens specialist.

I spoke to him/her about ___ this will help with ___.



Optical

If your patient's journey is starting here... ask questions about light sensitivity and educate on UV and harmful blue light.

Reinforce the doctor's prescription. Recommend a complete light management solution, both everyday and sunwear at the same time, to emphasize that it's not "one or the other" – it's both!

Do you squint or shade your eyes outside? Do you find that the way we use our eyes today makes them tired? Harsh and harmful light can cause eyestrain and eye fatigue. This is why it's important to wear lenses that help your eyes manage light – whether you're outdoors or using a computer for extended periods.

To help your eyes manage all the light you cope with throughout the day, Dr. ___ prescribed *Transitions* lenses with an anti-glare coating and polarized sunglasses.



Dispensing

When dispensing their lenses, activate the lenses and reinforce the benefits. Provide the *Transitions* Certificate of Authenticity.

You made a great choice going with *Transitions* lenses – they will protect your eyes and make them more comfortable without any hassle. If new wearer: See how they automatically darken.