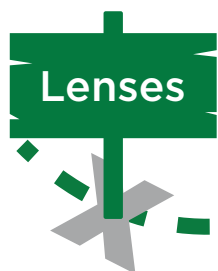




APRIL 2023

X Marks The Spot - Your 5 Step Guide To Savings In Your Practice

Make every dollar count this year. Follow the map below to find savings in every area of your practice.



Lenses

Simplify Your Lens Offering To Maximize Profits

Lens Vendor Rebates

Instead of selling a few lenses from multiple vendors, hone in your offering to meet the minimums of vendor rebates. The more you use one specific vendor, the higher the rebates you'll receive.

Programs We Recommend

Essilor Preferred Rewards, Shamir RCPV Rewards and VSP Premier Program

Managed Care

Review your product offering to maximize managed care reimbursements.

Pro Tips:

- The higher the lens or coating category, the higher the reimbursement will be.
- Utilizing product offerings available from a managed care company will also result in higher reimbursements.

Use Proprietary Products

Proprietary products generally provide a practice with the same quality of name brand products, but for a lesser cost. This can help provide your private pay patients quality eyewear with extra savings in your pocket.

Work with your Walman Optical account manager to determine the best product mix for your practice.

Appointment Time Utilization

Ensure your practice is not over or understaffed by assigning specific appointments to each hour and staff appropriately according to your schedule.

Example:

Schedule re-checks for an hour each morning and add extra opticians during this time.



Staffing

Coming Up

Can't Miss Webinar

Lessons Ted Lasso Taught Us About Great Practice Management

April 7th

11:00 - 11:30 AM CST

Branding Your Practice By Telling Your Best Story

April 21st

11:00 - 11:30 AM CST

How To Use Fixed and Variable Progressive Lens Designs

May 5th

11:00 - 11:30 AM CST

Walman University - Back Live!

Perrysburg, OH

May 10th

8:00 AM - 5:00 PM EST

Virtual ABO Prep

Part 1: All Knowledge Review Except Prism

April 12th

12:00 - 3:00 PM CST

Part 2: The In's and Out's of Understanding Prism

April 13th

9:00 AM - 12:00 PM CST

Register today for any course at www.ecpadvantage.com.

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Remakes

Reduce Remakes In Your Practice

Remaking a pair of lenses may have no additional invoice cost, but labor costs can add up quickly. Additionally, any remakes can cause your patients to lose trust in your practice and maybe a loss of that patient in the end. While the national average for remakes is 15%, your practice should ideally be below 2% in order to not lose money on a free remake.

What are common remakes costing your practice?

Dr. Rx Changes



\$49.95* + Loss Of Patient Trust

*Approximate Wages Paid Per Remake

Reducing Doctor Rx Changes

Take the time to troubleshoot a patient's new eyewear before putting them back in the chair. Download our troubleshooting guide today at www.walmanoptical.com/tools.

Scratch Warranty



\$10.50* + Lower Perception of Value + Loss of New Rx Sale

*Approximate Wages Paid Per Remake

Educate Your Patients To Reduce Scratch Warranty Remakes

Set their expectations by explaining your warranty policy and what is considered a manufacturer defect versus improper care and abuse.

Join ADO's Free Frame Shipping Program

With the Free Frame Shipping program from ADO Practice Solutions, you can keep your boards full, eliminate costly understock, earn unique discounts and rebates plus shipping is always free.

The Free Frame Shipping program offers an incredible frame selection from over 25 leading manufacturers with special discounts to save your practice money.



Visit www.adopracticesolutions.com/ffs to learn more and sign up today!

Frames

Accounting

Make Paying Up Front The Rule And Not The Exception

Ask patients to pay their balance in full at the time of ordering to keep cash flow up and reduce the amount of items never paid for and left in your practice.

Prompt Pay

Many vendors, including frame and lens companies, will offer you a discount for paying within a certain time period. Make sure your practice is taking advantage of these savings.

Business Cards with Rewards Offerings

Consider using a credit card for business purchases that offers rewards. Use these rewards as staff incentives or a little extra savings back to your practice.