

Monthly Focus

NEWSLETTER

APRIL 2026

Is Your Frame Board Working For You... or Against You?

Are your frame boards doing way too much? Too many brands. Too many styles. Too much guesswork. What if you could simplify your board, increase profitability, and make the patient experience smoother... all at the same time? Welcome to the Static Frame Board Strategy, your new best friend in practice management.

Build a Smarter Board, Not A Bigger One

A high-performing frame board isn't about having more, it's about having the right mix, the right quantity, and a strategy behind every frame.

Start with focus, not volume.

The average practice carries 47 brands. The ideal? Just 20.

Next, build your mix around your patients.

Not trends. Not guesswork. Your actual demographic.



Recommended Mix:



Use local census data (data.census.gov) to guide your selections. Your community tells you exactly what they want if you listen.


Now, the sweet spot: how many frames do you really need?


Here's the formula: $(\text{Number of Patients Annually} \times \text{Your Capture Rate}) \div 2.5$
This ensures your board turns 2.5 times per year which is the sweet spot for fresh inventory, efficient buying and strong profitability.



Finally, make every frame earn its spot.

Not all frames are meant to sell at the same rate and that's intentional.

 **Top sellers:**
Turn up to 6x/year

 **Statement pieces:**
Turn 1-2x/year
(Attract attention & drive brand interest)

The goal isn't uniform performance, it's a balanced board where every frame plays a role in the patient journey.

CONTINUED ON PAGE 2



UPCOMING EVENTS

APR 10

WEBINAR

Mastering AI-Optimized Progressive Lenses: Unity V3 Elite

11:00 - 11:30 AM CST

APR 24

WEBINAR

Women, Technology & Design Market: Turning Innovation Into Sell-Through At The Optical Door

11:00 - 11:30 AM CST

MAY 02

LIVE EVENT

Walman Education Summit - Schaumburg, IL

7:00 A.M. - 4:00 P.M. CST

MAY 08

WEBINAR

Optics 104: Visual Conditions and Prescriptions

11:00 - 11:30 AM CST

ECP ADVANTAGE
Powered By Walman

Register today
at www.ecpadvantage.com.

Stop Replacing Frames. Keep Them On The Board!

Practices lose time and money refilling empty spots with reordered best-sellers. When a frame sells, it creates a gap—and missed sales. Keep your best sellers on the board and order new frames for each patient instead.

Why it works:

- No time wasted restocking
- Cleaner, more consistent displays
- Better inventory control
- Improved patient perception (everything feels fresh!)

The Game-Changer: The Free Frame Shipping Program From ADO Practice Solutions

This is the missing piece that makes a static board actually scalable.

The Free Frame Shipping Program from ADO helps you:

- ✓ Order frames as needed (no bulk pressure)
- ✓ Reduce overhead costs
- ✓ Stay agile with inventory

Select frames from over 25 vendor partners, plus earn exclusive programs and rebates from premier vendor partners!

See how much Free Frame Shipping can impact your practice.



Scan the QR code for a complimentary
Frame and Lens Comparison Assessment.
Or visit freeframeshipping.com to learn more.

Vendor Relationships Matter More Than Ever

Your vendors shouldn't just sell you frames they should function like strategic partners in your business starting with a clear structured agreement

Here's what to include in your vendor contract:

Set the Rhythm

- Define timing and cadence of visits
- Schedule days/times vs. drop-ins
- Plan longer appointments for:
 - Buying visits
 - Board refreshes/remixes
 - New product launches

Define Service Expectations

- 24-hour response time for communication
- Clear point of contact and back-up contacts
- Ongoing support

Require Data & Insights

- Turn rate by brand
- Turn rate by style
- Average wholesale cost of frames sold

Investment in Training

Quarterly Goals

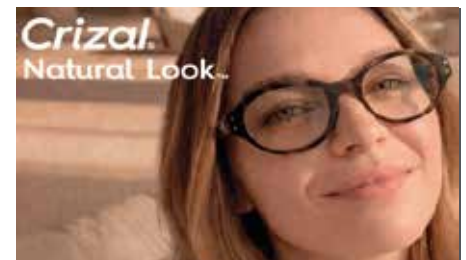
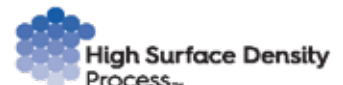
- Align on performance expectations
- Create shared incentives
- Track progress together

When both sides are accountable, both sides win.

Crizal® Natural Look™ Launches April 14th

Developed with Advanced Aesthetic Technology, this next-generation coating precisely manages light intensity, residual color, and angular stability to significantly reduce visible reflections. The result is a lens that appears nearly invisible, enhancing eye contact and delivering a more natural, true-to-tone look in any setting.

A Stacked Portfolio Of Powerful Crizal® Technologies



Available Through Your Walman Optical Lab on April 14th

Contact your Walman Optical Account Manager for more details.