



FEBRUARY 2022

## How Is Your Practice Dealing With Short Staffing?

If you're like most businesses in America, you are dealing with staffing issues. Whether you have an employee out short-term or you are dealing with long-term staffing issue, being short staffed in your practice can take a toll on you and your employees. Let's take a look at some ways you can keep your staff motivated and happy during this time.

### 3 Ways To Handle Being Short Staffed At Work



#### Prioritize Your Tasks

Take a look at all the tasks that need to get done in your practice, versus those that should happen but could wait until a later date. Make sure your staff knows where to prioritize and what not to stress over about if there isn't enough time in the day.



#### Emphasize Teamwork and Communication

Being short-staffed means all hands on deck. Have an idea of the strengths of each member on your team and what tasks they can take on. Keep office morale up by recognizing those going above their job duties.



#### Check Out Temporary Staffing Options

Is there opportunity to hire a temporary employee to schedule appointments, put away new inventory every day, or tasks that can free up your staff without too much additional training? Talk to a local temp-agency to help alleviate your current staff and get ahead.

CONTINUED ON PAGE 2

### New and Noteworthy in February



**Shamir Glacier Expressions™** coating reduces 70% more reflections than other leading non-glare coatings allowing patients to "Look, See, and Feel Better."

Improved **Shamir Autograph Intelligence™** design is updated to reflect the changes in a patients' lifestyle; interacting with others, the environment and devices.

New Shamir products are available now from your Walman Optical lab. Join us February 18th at 11am CST to learn more about the new products. Register today at [www.ecpadvantage.com](http://www.ecpadvantage.com).

877.863.2759 | [www.walmanoptical.com](http://www.walmanoptical.com)

## Coming Up

### Can't Miss Webinars

#### How Do We Get Patient's Buy-in on Non-Glare Everytime

February 4<sup>th</sup>  
11:00 - 11:30 AM CST

#### Introducing Shamir's Latest Releases Glacier Expressions and the Updated Autograph Intelligence

February 18<sup>th</sup>  
11:00 - 11:30 AM CST

### Back To Basics

#### Optics 102: Light Transmission, Digital Lenses and Boxing System

February 2<sup>nd</sup>  
11:00 - 11:30 AM CST

#### Optics 103: Position of Wear Measurements, Decentration and Lens Thickness

February 9<sup>th</sup>  
11:00 - 11:30 AM CST

#### Optics 104: Visual Conditions and Prescriptions

February 16<sup>th</sup>  
11:00 - 11:30 AM CST

#### Optics 105: Base Curves

February 23<sup>rd</sup>  
11:00 - 11:30 AM CST

### Walman University Seattle, WA

March 5<sup>th</sup>  
8:00 AM - 5:00 PM PST

### Bloomington, MN

March 19<sup>th</sup>  
8:00 AM - 5:00 PM CST

Register today for any course at [www.ecpadvantage.com](http://www.ecpadvantage.com).

## Tips For Hiring Employees in 2022

### Consider Hiring Work From Home Employees

Workers are looking for flexibility. Consider hiring work from home employees for insurance billing and appointment scheduling.

### Review Your Onboarding Process

How do you bring a new optician up to speed? Chances are your new hire is someone with little to no optical experience. Use resources such as ECP Advantage from Walman Optical to train employees in their first few weeks.

Check out our Basics of Optics courses and Optics 101 at [www.ecpadvantage.com](http://www.ecpadvantage.com)

### Remember to Cross Train

Fill your practice with knowledgeable employees that can help fill the gap while others are out on vacation, sick or leave unexpectedly. Set up cross training schedules with each employee based on their strengths.

## Checklist To Simplify Your Day While Your Office Is Short Staffed

- Appointment scheduling available online
- Patient in-take forms available online
- Simplify your sales process
  - Doctor prescribing from the chair
  - Create package pricing
  - Use virtual dispensing tools like SpecTech
- Outsource what you can
  - Patient recall
  - Marketing
  - Insurance Billing

Talk to your Walman Optical account manager to assist with creating package pricing, SpecTech and outsourcing your marketing.

**BE PART OF**  
**SOMETHING GREAT.**



### 55,000 Pairs & Counting...

Since 2019, Walman Optical has partnered with over 70 independent eyecare providers to provide essential eyewear to kids in need through Kids With a Vision. In the program's first three years, Kids With a Vision partner practices generated over \$300,000 in donations for Essilor Vision Foundation to help provide glasses to children across the US!

### Join us in 2022!

We are inviting additional practices to apply to join Kids With a Vision for 2022! Kids With a Vision offers independent eyecare practices the opportunity to give back to their community while advocating for kids' eye health, promoting premium products, and gaining exposure for their practice.

**Apply for Kids With a Vision at [www.kidswithavision.com/kwav2022](http://www.kidswithavision.com/kwav2022).**