



FEBRUARY 2024

The Hidden Revenue Stream You Need To Implement This Year

Incorporating safety eyewear into your eyecare practice represents a strategic decision that not only enhances the overall scope of services offered but also presents a lucrative avenue for additional revenue. Safety eyewear not only fosters patient loyalty but also attracts new patients seeking specialized eyecare solutions.

Increased Profits and Benefits

- More Eye Exams
- New Patients
- Additional Dress and 2nd Pair Sales
- Friends and Family Referrals
- Positive Reputation in Your Community

The Need For Safety Eyewear



2,000 on the job
injuries per day



Half of Eye Injuries Occur
In and Around the House



Expense of \$300 Million
per year to employers



90% of Eye Injuries
Are Preventable

Coming Up

Walman University 2024

Davenport, IA

February 24th

7:30 AM - 5:00 PM CST

Bloomington, MN

March 9th

7:30 AM - 5:00 PM CST

Seattle, WA

April 6th

7:30 AM - 5:00 PM CST

Walman U Business Excellence

Davenport, IA

February 23rd

8:00 AM - 5:00 PM CST

Bloomington, MN

March 8th

8:00 AM - 5:00 PM CST

Register for any courses above
at www.ecpadvantage.com.

ECP 
ADVANTAGE
Powered By Walman

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TOOLS FOR SUCCESS AVAILABLE AT YOUR FINGERTIPS

Sign in to www.walmanoptical.com to access invoices, order status, price tool, shipping labels and more!



Prepare for Workplace Eye Safety Awareness Month in March

Become A Walman Optical Safety Eyewear Dispensing Partner

Allow Walman Optical Safety Eyewear to promote your practice to local companies and be featured on the online Dispensing Partner Locator. Through the safety eyewear program established with local businesses, the Safety Eyewear team directs employees to schedule an appointment for an eye exam and order company-approved safety eyewear from your practice. This is an opportunity to sell dress eyewear and get friends/family referrals!

Offer Home Safety and Private Pay Safety Eyewear

Increase second pair sales by prescribing vision solutions for every activity your patients do in and around their home. Private pay safety eyewear options are necessary for patients who own a small business or work for a company that doesn't have a safety eyewear program.



Visit www.walmanoptical.com/ecpsafety to become a Walman Optical Safety Eyewear Dispensing Partner today and request your sample kit on consignment.

The Dollars Behind Safety Eyewear

It's time to crunch the numbers to see the benefits safety eyewear brings to your practice. These new patients will not only increase your eye exams, but have the opportunity to bring in multiple pair sales and also lead to friends and family referrals. See the difference by calculating your revenue per patient.

Calculate Your Revenue Per Patient

National Average: \$346

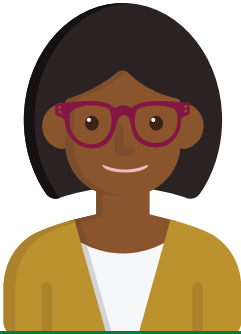
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Gross Annual Revenue		Total # Comprehensive Exams		Gross Revenue Per Patient

The Value of A New Safety Patient

SALLY
35 YEARS OLD

- EXAM EVERY 2 YEARS
- BUYS 2 PAIRS


REFERS HER NEIGHBOR
FOR YEARLY EXAM AND
CONTACT LENSES



ESTIMATED LIFETIME VALUE:
\$10,000+

NEW FAMILY
FAMILY OF 4

- YEARLY EXAMS
- ANNUAL SUPPLY OF CONTACTS
- 2 PAIR OF GLASSES FOR ADULTS/YEAR
- 1 PAIR OF KIDS GLASSES/YEAR



ESTIMATED LIFETIME VALUE:
\$100,000+