

# Monthly Focus

## NEWSLETTER

JANUARY 2026

### How to Build a Successful Myopia Management Program in Your Practice

Myopia management is no longer a “nice-to-have” specialty service; it’s quickly becoming a core part of comprehensive pediatric eye care. With myopia rates rising at an alarming pace, today’s practices have an opportunity to intervene earlier, slow progression, and protect long-term eye health. The good news? You don’t need to reinvent the wheel to get started, you just need the right strategy, systems, and support.



### Checklist to Get Started with Myopia Management

If you’re thinking about launching or refining a myopia management program, here’s a practical checklist to guide you

#### ✔ Define Your Myopia Management Offerings

Decide which treatments you’ll offer (specialty lenses, atropine, orthokeratology, or a combination) and how they fit into your clinical philosophy.



Did you know, Walman Optical offers the latest lens technology, Essilor® Stellest® lenses? Ask your Account Manager today for more details!

#### ✔ Train Your Team

Your staff should feel confident explaining myopia, reinforcing the doctor’s recommendations, and answering common parent questions. Internal alignment makes or breaks adoption.

#### ✔ Create Patient-Friendly Education Materials

In-office handouts (brochures, rack cards, etc.), exam-room visuals, and take-home resources help parents absorb information without feeling overwhelmed.

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### UPCOMING EVENTS

JAN 16

#### VIRTUAL EVENT

**Dispensing Excellence 1 General ABO**  
11:00 AM - 12:00 PM CST

JAN 21-22

#### VIRTUAL EVENT

**ABO Prep**  
Part 1: January 21<sup>st</sup> from 12 - 3 PM CST  
Part 2: January 22<sup>nd</sup> from 9 AM - 12 PM CST

JAN 23

#### VIRTUAL EVENT

**Optics 101: Materials and Index of Refraction**  
11:00 - 11:30 AM CST

JAN 16

#### VIRTUAL EVENT

**Optics 102: Light Transmission, Digital Lenses and Boxing Systems**  
11:00 - 11:30 AM CST

**ECP**   
**ADVANTAGE**  
Powered By Walman

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

**Save the Date!**  
**Walman Education Summit Spring Tour Dates**  
Lynnwood, WA - March 21  
Bloomington, MN - March 28  
Schaumburg, IL - May 2

## Checklist to Get Started with Myopia Management Continued

### ✓ Update Your Website

Parents are researching before they ever call. Clear, engaging website content builds trust and positions your practice as a myopia management authority.

### ✓ Outline The Ideal Patient Journey

From initial diagnosis to enrollment, follow-ups, and ongoing communication, every step should feel intentional and supportive.

### ✓ Market to the Right Audience

Target families with young children through email campaigns, social media education, and community outreach.

### ✓ Track, Measure, and Adjust

A successful program evolves. Monitoring enrollment, outcomes, and patient feedback allows you to refine your approach and grow confidently.

## Talking to Patients & Parents About Myopia Management

One of the biggest hurdles practices face isn't technology, it's communication. Parents may not realize that myopia progression can be slowed, or they may assume that stronger prescriptions are simply inevitable. Successful conversations start with education, not selling.

### Frame Myopia Management As A Customized Treatment Plan, Not a Product

Parents respond best when they understand:

- Why their child is a candidate
- What treatment options exist
- What outcomes they can realistically expect
- Why early intervention matters

Consistency is key. When patients hear the same message from the doctor, technician, and educational materials in your office, confidence in the recommendation increases dramatically.



## DONE4YOU® Marketing: Your Partner in Growth

Building a myopia management program takes more than good intentions. It takes strategy, messaging, and execution. That's where DONE4YOU Marketing comes in. DONE4YOU specializes in personalized, trackable, and affordable marketing built specifically for optometric practices. From patient education materials and in-office signage to website content, email campaigns, social media, and enrollment workflows, our team helps practices launch and grow specialty services like myopia management without adding more to your plate.



Schedule a marketing assessment today to get started!  
[www.d4ymrkt.com](http://www.d4ymrkt.com)