

# Monthly Focus

## NEWSLETTER

JULY 2026

### Hidden Gems: 5 Walman Optical Website Features Every Practice Should Know About

Your login unlocks a collection of business tools designed to save time, simplify daily tasks, and help your practice grow. Here are five features worth exploring today.

#### If you've ever asked, "Where's that order?"

##### Meet your new favorite tool: Check Order Status.

No more guessing where a job is in production or waiting for an update. The Check Order Status feature gives you a real-time view of every order, with simplified status updates that make it easy to understand exactly where a job is in the process.

##### Here's what you'll find:

- Simplified order statuses that are easy to understand
- Order progress updated four times each day
- Tracking information available as soon as it ships
- Search by patient name to quickly find a specific order
- Filter by status to see all jobs currently in production, in transit, or completed



**FIND IT**

Check Order Status is located in the **MY MENU** drop down after logging in.

#### Wondering What's Selling In Your Practice?

##### Head to the Reports section for a closer look.

Your Walman reports give you valuable insights into your lens usage and performance, helping you spot trends, make informed decisions, and identify opportunities to grow your business.

##### Here's what you'll find:

- Overall Lens Usage to see a complete breakdown of your monthly sales
- VSP Lens Usage & EyeMed Lens usage reports to monitor managed vision plan activity
- Benchmarking KPIs to compare your practice's performance against key metrics



**FIND IT**

Reports are located in the **MY MENU** drop down after logging in.



### UPCOMING EVENTS

JUL 31

#### WEBINAR

**Leveling Up Your Customer Service: How To Make A Patient A Raving Fan Of Your Practice**

11:00 - 11:30 AM CST

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

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



#### Essilor® Stellest® Education Events

Join us for an exclusive in-person educational event featuring Advancing Myopia Management in Practice and the Essilor® Stellest® lenses.

##### Locations:

South Sioux City, NE - July 14  
Boston, MA - July 15  
Boise, ID - July 16  
Birmingham, AL - July 16  
Des Moines, IA - July 21  
Lexington, KY - July 21  
Raleigh, NC - July 23  
Rochester, NY - July 28  
Portland, OR - July 28  
San Juan, PR - July 28  
Las Vegas, NV - July 30  
Perrysburg, OH - July 30

All events are held from 6:30 - 8:30 P.M.

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

## The Feature That Saves You a Phone Call

Need to send a frame to the lab? Skip the phone call and head straight to the **Print Shipping Label** feature.

Generate a shipping label whenever you need one right from the Walman Optical website. Simply choose your preferred carrier and print.

Here's what you'll find:

- Generate shipping labels in just a few clicks
- Choose between UPS, FedEx, or USPS
- Available whenever you need it, no need to wait for more labels to arrive



Print Shipping Label is located in the **MY MENU** drop down after logging in.

## The Easier Way to Price Products

Need pricing fast? Let the **Price Tool** do the work.

Whether you're creating a retail price list for your practice or looking up your current pricing, the Price Tool makes it easy to find exactly what you need. Customize pricing to fit your practice and export it when you're ready.

Here's what you'll find:

- Narrow results to only the products your practice uses
- Apply your preferred markup or view your current pricing with no markup at all
- Export your customized pricing to PDF or Excel



Price Tool is located in the **RESOURCES** navigation tab after logging in.

## Your Next Great Learning Opportunity Starts Here

Looking to build your team's knowledge? Check out **ECP Advantage**.

ECP Advantage is your online education destination, giving you access to both live webinars and on-demand courses designed to help your practice stay informed and continue growing. Whether you're onboarding a new optician or sharpening your team's skills, there's something for every experience level.

Here's what you'll find:

- Live webinars and on-demand courses available anytime
- Industry trends and emerging topics
- Selling skills to help improve patient conversations
- Practice management strategies to grow your business
- Product-specific training on the latest lens technologies
- New optician training to build confidence from day one



ECP Advantage is located in the **RESOURCES** navigation tab labeled as Education or visit [www.ecpadvantage.com](http://www.ecpadvantage.com) directly.