



JUNE 2022

Keeping Sales Steady During Slower Times

Have market pressures been impacting your practice recently? Whether it's because there are no patients to recall from 2020 shut-downs or a slow down in the economy, it may have you wondering how to keep sales up. This month, we focus on improving capture rate and obtaining new patients.

5 Ways To Improve Capture Rate



Pre-Sell

Start talking about multiple pairs of eyewear when you schedule the exam by asking your patients to bring all of their current eyeglasses including sunwear, task and safety eyewear with them to the exam.



Why? This gets the patient to start thinking and asking about multiple pairs of eyewear even before coming in for their exam.



Recommend Eyewear and Multiple Pairs To All Your Patients

Whether it's a new Rx or a contact lens patient, recommending and prescribing from the chair for all of your patients can lead to a huge improvement in capture rate and multiple pair sales.

Pro Tip: Have the doctor write multiple prescriptions for each different pair needed. Ex. Sunglass, Computer, Distance, etc.



Why? The doctor prescribes and hands off the recommendation to the optician who repeats the Rx needs to the patient to reinforce the need for the eyewear and/or multiple pairs.



Assess Your Current Patient Flow

How long does it take from the time the patient walks in the door to the time they get to the optician?



Why? For every 10 minutes that a patient spends in an office they are reducing their predetermined spend by \$15. If a patient has already spent an hour in the practice between waiting for the doctor to be available and the exam, they may not have more time to spend looking at eyewear. Assess your process and see if there are any places you can make improvements.

Coming Up

Can't Miss Webinar Adapting Lens Technologies For The Digital World

June 17th

11:00 - 11:30 AM CST

Creating Loyal Patients Through The Right First Impression

July 8th

11:00 - 11:30 AM CST

Register today for any course
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Devote 25% Of Your Office to The Optical Dispensary

65% of your profit should come from the dispensary. In order to achieve this, you'll need to devote enough space to allow for a variety of options for your patients.



Why? The patient will see that your practice has options. Dedicate space for eyewear from value to premium and classic to fashion-forward styles.



Ask The Tough Questions When A Patient Takes Their Rx

Don't be afraid to ask a patient why they are taking their Rx to another place.



Why? It can give you an opportunity to either further educate the patient or hear honest feedback which can lead to possible improvements in your practice. For example, the patient wants to buy online because of price. Explain to the patient why your eyewear is superior and the cost that goes into the quality of eyewear your practice offers. Plus, don't forget to mention any guarantees that your practice offers versus online.

Finding New Patients

Research shows that the average practice will lose about 10% of their patient base annually due to relocation and mortality. That means just to maintain your base, you will need to replace 10% of your patient volume each year.

5 Ways To Get Your Practice Name Out To New Patients



Partner with local schools, organizations and primary care physicians



Obtain a mailing list and send out a postcard or flyer to those in your area



Sponsor or attend a local event



Give an incentive to current patients who recommend your practice



Boost your online presence through social media and paid ads

Ask your Walman Optical account manager for more details in finding out who your target market is and ways to reach them using our Business Planning Guide.

Find out if your practice is set up for optimal growth!

Take this quiz from our partners at ADO Practice Solutions and see where your practice is at and the steps you can take to get to the next level. Take the quiz at www.adopracticesolutions.com/growth-quiz.