



MARCH 2023

Gain Your Patients' Confidence Through Staff Training

With a well-trained team, there is no limit to what you can do for patients in the care you deliver, and how much you can wow them during their visit. With high turnover rates and hard-to-find experienced employees, having standardized training has never been more important for your practice. Walman Optical has you covered with your training needs through ECP Advantage and your Walman Optical Account Manager.

Create A Culture of Continuous Learning

Training doesn't just end after an employee has been at their job a specified amount of time. All employees should have a training program to continuously learn and grow their skills.

Benefits Of Continuous Training



Increased Employee
Engagement



Increased Practice
Profitability



Provide the Best
Patient Care

Incorporating Training In Your Practice

There are so many ways to incorporate training within your practice such as weekly meetings, once-a-month vendor trainings, continuing education events and online modules to mention a few.

Training Topic Ideas:

- Job Skill Trainings and Refreshers
- New Product Trainings
- Selling Skills for Premium Products to Boost Revenue
- Customer Service Refreshers and Expectations

To learn more, read the latest article from Walman University speaker Bill Gerber and Review of Optometric Business at www.walmanoptical.com/training.

Coming Up

Can't Miss Webinar Increasing Second Pair Sales Part 2

March 31st
11:00 - 11:30 AM CST

Lessons Ted Lasso Taught Us About Great Practice Management

April 7th
11:00 - 11:30 AM CST

Walman University - Back Live!

Bloomington, MN
March 25th
8:00 AM - 5:00 PM CST

Seattle, WA
April 1st
8:00 AM - 5:00 PM PST

Perrysburg, OH
May 10th
8:00 AM - 5:00 PM EST

Virtual ABO Prep Part 1: All Knowledge Review Except Prism

April 12th
12:00 - 3:00 PM CST

Part 2: The In's and Out's of Understanding Prism

April 13th
9:00 AM - 12:00 PM CST

Register today for any course
at www.ecpadvantage.com.

ECP 
ADVANTAGE
Powered By Walman

Top Complimentary Trainings For New Hires From Walman Optical

Back To Basics Series

- Optics 101: Materials and Index of Refraction
- Optics 102: Light Transmission, Digital Lenses and Boxing System
- Optics 103: Position of Wear Measurements, Decentration and Lens Thickness
- Optics 104: Visual Conditions and Prescriptions
- Optics 105: Base Curves



Selling Skills

- How To Present Premium Products
- How Do I Get My Patient's Buy-In on Non-Glare Every Time?
- Digital Single Vision Lenses: When, Why and How To Dispense
- Selling Multiple Pairs
- Lens and Frame Fitting Best Practices



How To Access On-Demand Courses

1. Navigate to www.ecpadvantage.com in your web browser
2. Select On-Demand in the navigation and browse the course list

Varilux XR Series Set To Launch This Summer

We are excited to announce that Walman Optical will be an enabled lab when the Varilux XR Design is released early this summer! This new lens design from EssilorLuxottica is powered by behavioral artificial intelligence and is the first eye-responsive progressive lens for instant sharpness in motion.



In today's modern lifestyles, peoples' eyes are moving 100,000 times a day to process all visual information they are exposed to. With the Varilux XR lens, wearers will experience instant sharpness, even in motion, compared to other premium lenses. Additionally, Varilux XR's ability to optimize shorter reading distances presents the opportunity to consider new and younger wearers as candidates as well as more mature wearers.

Look for more details and product trainings from Walman Optical closer to the product launch.

Special Note: Shamir Discontinues Autograph II and Spectrum Progressive Lenses

The Autograph II and Spectrum progressive lenses will be discontinued on March 31st, 2023. Please utilize the Autograph II+ and Spectrum+ progressive lens designs with advanced technology to continue to serve your patients.

