



Free Remakes Don't Cost The Practice Anything, Or Do They?

Remaking a pair of lenses may have no additional invoice cost, but labor costs can add up quickly. Additionally, any remakes can cause your patients to lose trust in your practice and maybe a loss of that patient in the end. While the national average for remakes is 15%, your practice should ideally be below 2% in order to not lose money on a free remake. This month, we take a look at the common remakes and how you can take steps to prevent them.

JOIN US DEC. 2ND

Register today for "Remakes Don't Affect My Bottom Line.. Or Do They?" webinar on www.ecpadvantage.com

Reduce The Most Common Remakes In Your Practice

Doctor Rx Changes

These remakes include fitting errors and transposition errors.

Loss to Your Practice



\$49.95* + Loss Of Patient Trust

*Approximate Wages Paid Per Remake

Reducing Doctor Rx Changes

Take the time to troubleshoot a patient's new eyewear before putting them back in the chair. Start off by asking the patient to bring in their newest pair as well as their most recent pair prior to the newest one to evaluate changes in the Rx and the fit of the frame. Require optical staff to document on a troubleshooting checklist prior to re-exam from the doctor.

FREE RESOURCE

Download Walman Optical's Troubleshooting Checklist available at www.walmanoptical.com/tools.

Scratch Warranty

Includes legitimate defective product and excessive warranty abuse

Loss to Your Practice



\$10.50* + Lower Perception of Value + Loss of New Rx Sale

*Approximate Wages Paid Per Remake

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Coming Up

Can't Miss Webinar

Leveling Up Your Customer Service: How to Make a Patient a Raving Fan of Your Practice

November 4th
11:00 - 11:30 AM CST

Help Needed Series | Outsourced Billing

November 18th
11:00 - 11:30 AM CST

Remakes Don't Affect My Bottom Line...Or Do They?

December 2nd
11:00 - 11:30 AM CST

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



Industry Education Opportunities

Transitions Optical: A Day of Education

November 2nd
10:00 - 4:00 PM EST

A virtual training providing up to 4 ABO CE's to expand your knowledge on photochromics. Register today at global.transitions.com/dayofeducation/

Reducing Scratch Warranty Remakes

An educated patient is a happy patient. Set their expectations by explaining your warranty policy and what is considered a manufacturer defect versus improper care and abuse. Additionally, instruct your patients on how to care for their new lenses; whether they are a returning or new patient.

Enhance The Patient Experience

Create instruction care cards that are included in every eyewear pair you dispense. Need help? ADO Practice Solution's DONE4YOU® Marketing program can help you brand your practice including care and warranty packets.

LEARN MORE

Schedule a free marketing assessment to see how DONE4YOU® can enhance your brand and stand out from the competition at www.adopracticesolutions.com/done4you



TIP OF THE MONTH

Benchmark Your Practice Today For Success in 2023!

Get to know where your practice currently stands with key benchmark categories and then decide with your staff key objectives and goals to focus on for the upcoming year.

Get To Know Your Practice

NON-GLARE National Percentage: 64% Your Percentage: _____	DIGITAL National Percentage: 32% Your Percentage: _____	2ND PAIR SALES National Percentage: 10% Your Percentage: _____
TRANSITIONS National Percentage: 20% Your Percentage: _____	POLARIZED National Percentage: 8% Your Percentage: _____	PREMIUM MATERIALS National Percentage: 54% Your Percentage: _____

Two Ways To Easily Access Your Benchmark Stats Through Walman Optical!

Each month, Walman Optical sends you a benchmark postcard to see how your practice is doing against regional and national statistics. Watch for your postcard in the middle of each month. Additionally, you can access your monthly report on www.walmanoptical.com.

Access Reports On Walman Optical's Website

Log in To Your Account > Select My Reports in the GoTo Menu > Choose 219 Ophthalmic Benchmarking from the drop down.

Need assistance accessing your reports? Contact the Optical Help Desk at 877.863.2759.