

Monthly Focus

NEWSLETTER

OCTOBER 2025

Don't Let FSA Dollars Go To Waste: 4 Ways to Turn Patient Benefits into Year-End Sales

Here's a stat that will blow your mind: nearly 50% of FSA account holders forfeit money every year. On average, account holders lose \$441 per account and with 23 million Americans enrolled in FSAs, we're talking billions of dollars just gone.

The good news? You can help your patients save their benefits and give your practice a strong finish to the year. Here's how:



Make the Case for Multiple Pairs

Most patients really need at least three pairs of eyewear, an everyday pair, computer/occupational lenses, and prescription sunglasses. Position it as building a complete eyewear wardrobe. Not only does this maximize their FSA dollars, it also boosts your average revenue per patient.



Join us for the Case of the Second Pair Sale on October 22nd to learn how to increase your multiple pair sales.



Host a Trunk Show

Nothing says "use your benefits now" like an in-office event. Highlight your frame collections, offer same-day promos, and create urgency around spending FSA funds before the clock runs out. Bonus: it's fun for patients and staff.



Spotlight Limited-Time Promotions

Frame your offers as "limited-time" savings on premium lenses, non-glare coatings, or blue light protection. Patients love value, and these short-term deals help you close sales while positioning upgrades they'll truly appreciate.



Remind Patients About Contact Lenses

Many patients don't realize FSA dollars can cover their annual supply of contacts. Stocking up now means they save money and avoid the dreaded "out of lenses" scramble in January.



UPCOMING EVENTS

OCT
11

LIVE EVENT

**Walman Education Summit
Wausau, WI**

7:00 AM - 4:00 PM CST

OCT
15-16

VIRTUAL EVENT

ABO Prep

Part 1: October 15th from 12 - 3 PM
CST

Part 2: October 16th from 9 AM - 12
PM CST

OCT
22

VIRTUAL EVENT

**The Case of The Second Pair
Sale** 2 Tech ABO Credits

11:00 AM - 1:00 PM CST

OCT
29

VIRTUAL EVENT

**The In's and Out's of
Non-Glare** 1 Tech ABO Credits

11:00 AM - 12:00 PM CST

OCT
31

VIRTUAL EVENT

**More That Meets The Eye:
The Role of Color in Eyewear**

11:00 AM CST

NOV
5

VIRTUAL EVENT

**The Latest In Lens Tech for
Digital Device Addicts** 1 Tech
ABO Credit

11:00 AM - 12:00 PM CST

NOV
8

LIVE EVENT

**Walman Education Summit
Scottsdale, AZ**

7:00 AM - 4:00 PM MST

ECP 
ADVANTAGE
Powered By Walman

Register today
at www.ecpadvantage.com.

NEW! Varilux® Immersia™ Lenses

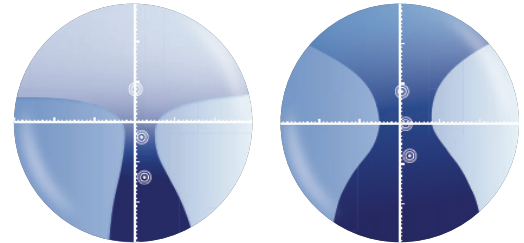
Today's presbyopes spend most of their day in near and intermediate vision, often leading to digital eye strain and fatigue. Varilux® Immersia™ is the new occupational lens designed to keep patients comfortably immersed in their immediate surroundings, with ergonomic support for modern screen use and close-range activities

A New Design Defined By Three Reference Points Corresponding To The Most-Used Viewing Distances in Our Immediate Surroundings

Smartphone distance - the near zone

Working distances - the area directly in front of the patient

Conversational distances - the maximum reliable distance for in-person interaction



Standard Progressive

Varilux Immersia

Available in two versions to provide maximum reliable distance

Varilux Immersia mid for vision up to 5 feet.

Varilux Immersia room for vision up to 10 feet.

For more details, ask your Walman Optical Account Manager.

Virtual ABO Webinar Series Hosted by ADO Practice Solutions

Join us for a three-part series designed to empower your staff to understand the needs of your patients to elevate the patient experience, boost sales and build loyalty.

OCT 22
11:00 AM

The Case of the Second Pair Sale

DATE:
October 22nd

TIME:
11:00^{AM} - 1:00^{PM} CST

CREDITS:
2 Technical ABO Credits

COST:
\$40.00

ADO MEMBERS:
FREE WITH CODE*

OCT 29
11:00 AM

The In's and Out's of Non-Glare

DATE:
October 29th

TIME:
11:00^{AM} - 12:00^{PM} CST

CREDITS:
1 Technical ABO Credit

COST:
\$20.00

ADO MEMBERS:
FREE WITH CODE*

NOV 5
11:00 AM

THE LATEST IN
Lens Technology for Digital Device Addicts

DATE:
November 5th

TIME:
11:00^{AM} - 12:00^{PM} CST

CREDITS:
1 Technical ABO Credit

COST:
\$20.00

ADO MEMBERS:
FREE WITH CODE*

Learn more and register today on www.ecpadvantage.com

*ADO Members please e-mail marketing@adopracticesolutions.com to earn a code for each course to be complimentary.