

Monthly Focus

NEWSLETTER

OCTOBER 2026

The Most Profitable 90 Seconds in Your Optical

Every pair of glasses you dispense starts with a measurement. For decades, that meant a PD stick, a marker pen, and a steady hand. It worked, mostly. But patients never saw the skill behind it, labs quietly absorbed the errors, and the practice left money on the table without ever knowing it. Digital measurement changes all three. Here is what practices using SpecTech AI are seeing, and why the measurement step has become one of the most valuable moments in the patient journey.

Create a Better Patient Experience

Using digital measurements helps bring precision to life for your patients. Instead of simply being measured, patients can see technology at work as their measurements are captured. It's a small moment that can make a big impression, reinforcing that their eyewear is being customized specifically for them and helping differentiate your practice.

“Using SpecTech has been a tremendous asset to our office. It has been extremely beneficial for our patients, particularly first-time progressive lens wearers, who appreciate being able to visualize what their lenses may look like. This feature allows us to better educate our patients, set realistic expectations, and provide them with greater confidence in their lens selection.”

-Morgan at Seeing Perfect Eye Care

Make Premium Lens Conversations Easier

Today's personalized lens designs can use measurements such as pantoscopic tilt, vertex distance, wrap angle, monocular PDs, and fitting heights to optimize the finished lens. SpecTech AI makes capturing these measurements quick and consistent while creating a natural opening to explain why they matter.

Instead of simply presenting a premium lens option, your team can connect the recommendation back to the patient: “We've captured how this frame sits specifically on you, so we can select a lens designed to take those measurements into account.”



UPCOMING EVENTS

OCT
17

LIVE EVENT

Walman Education Summit - Wausau, WI

7:00 A.M. - 4:00 P.M. CST
Early Bird Special Pricing Ends October 2nd

OCT
28-29

WEBINAR

ABO Prep

Part 1: October 28 from 12 - 3 PM CST
Part 2: October 29 from 9 AM - 12 PM CST

Nov
07

LIVE EVENT

Walman Education Summit - Scottsdale, AZ

7:00 A.M. - 4:00 P.M. MST
Early Bird Special Pricing Ends October 23rd

Nov
13

LIVE EVENT

Dealing with Difficult Patients and Troubleshooting

Earn 2 Technical ABO Credits
11:00 A.M. - 1:00 P.M. CST

Dec
11

LIVE EVENT

Beyond Measurements: Turn SpecTech into a Practice Growth Tool

11:00 A.M. - 12:00 P.M. CST

ECP 
ADVANTAGE
Powered By Walman

Register today
at www.ecpadvantage.com.

Make the Most of Managed Vision Care

Digital measurements give your team a natural way to introduce upgrades like non-glare treatments, photochromics, and premium progressive lenses which can help patients understand the value of options beyond their covered benefits.

The opportunity doesn't stop there. Eligible managed care plans may also provide additional reimbursement for submitting digital measurements, helping your practice earn more while delivering a more precise, personalized patient experience. It's a simple step that can add value for your patients and your bottom line.

Accuracy That Goes Beyond the Sale

Accurate, consistent measurements can also help reduce avoidable errors that lead to remakes. That means a better experience for your team, your lab, and most importantly your patients.

“SpecTech has been an invaluable tool, helping reduce remakes and optician errors. The precision of the measurements is remarkable, and in all my years of experience, I could never match that level of accuracy. Patients also appreciate being able to see the different lens features and better understand the benefits of various corridor lengths. I would definitely and highly recommend SpecTech!”

-Carolyn at Dalton Optometry”



Want to learn more?

Join us December 11th for “Beyond Measurements: Turn SpecTech into a Practice Growth Tool” Register today on ECP Advantage.

Ready for SpecTech in your practice?

Talk to your account manager today or visit www.walmanoptical.com/spectech to order.

Dealing With DIFFICULT PATIENTS & TROUBLESHOOTING

NOVEMBER 13 | 11 AM - 1 PM

Looking for ABO Credits? We've Got You Covered!

Join us and earn 2 Technical ABO Credits while building your confidence in navigating challenging conversations and complex troubleshooting situations even those that can stump experienced opticians. We'll cover how to handle the “know-it-all” customer, communicate value to patients who may not understand the benefits, and troubleshoot complex prescriptions. Plus, we'll take a closer look at the measurements you should be taking today versus five years ago, why they've changed, and the important role they play in delivering the best results for today's prescriptions.



Save Your Seat Today on ECP Advantage!

www.ecpadvantage.com