

Monthly Focus

NEWSLETTER

SEPTEMBER 2025

Should You Track Revenue Per Patient? Absolutely!

Think of it as your practice's secret superpower. Tracking revenue per patient isn't just about numbers it's about understanding the value of every appointment and spotting opportunities to make each visit more impactful.

Start by Calculating Your Revenue Per Patient

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Gross Annual Revenue		Total # Comprehensive Exams		Gross Revenue Per Patient

Playbook To Increasing Revenue Per Patient

Power Up the Doctor's Recommendation

When your doctor prescribes specific eyewear solutions right in the exam room, patients listen. It's the single most powerful way to boost capture rates and revenue per patient.


Sell More Than One Pair: Make It a Lifestyle

If your patient only leaves with one pair, you're missing out. Computer glasses, sunnies, sports eyewear; they all solve different needs. Bundle them. Discount them. Make it easy for patients to say "yes" to more than one.

 **TIP:** Visit www.ecpadvantage.com to take an on-demand course on capture rate today. Select Multiple Pairs from the Event Type drop-down.

Offer Lens Upgrades They'll Brag About

Progressives, blue light protection, photochromics; these are comfort and eye health boosters. Show the difference with demos. Patients can't unsee a clearer, sharper view.

 **TIP:** Try using package pricing in your practice to increase premium product sales. Visit www.walmanoptical.com/package for free templates to help you get started.

Continued on Page 2



UPCOMING EVENTS

SEPT 29

WEBINAR

Let's Talk About Sunglasses
11:00 AM CST

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 25

LIVE EVENT

Walman Education Summit Metairie, LA
7:00 AM - 4:00 PM CST

ECP 
ADVANTAGE
Powered By Walman

Register today
at www.ecpadvantage.com.

Assess Exam Fees

If your revenue per patient is lagging, check your comprehensive exam fees. Don't forget add-ons like contact lens fittings and wellness scans as they add value for patients and dollars for your practice.

Tap Into DONE4YOU® Marketing

Want proof that smart marketing pays off? Practices using DONE4YOU average \$453 revenue per patient, compared to the national average of \$254-\$378. That's a serious boost. Schedule a free assessment today at www.d4ymrkt.com

Schedule Next Year Before They Go

Pre-scheduling keeps your patient flow (and cash flow) consistent. Make it standard practice and you'll have fewer gaps in your calendar.

Get Everyone Speaking the Same Language

"I recommend" beats "Would you like" every time. Train your team to speak confidently about solutions it's the easiest way to increase acceptance rates.

Sunglasses Are a Year-Round Thing


Not just for summer! Keep stylish prescription and non-Rx sunglasses on display all year. Pair them with UV protection education, and you'll have an easy add-on sale.

Add Services Your Competitors Don't Offer

Think myopia management, dry eye treatments, vision therapy. The more unique services you offer, the more reasons patients have to come back and tell their friends.


Improve Your Capture Rate

If patients are walking out without buying, find out why. Is it frame selection? Pricing? Service experience? Fix the leaks and watch revenue per patient climb.

 **TIP:** Visit www.ecpadvantage.com to take an on-demand course on capture rate today. Select Capture Rate from the Event Type drop-down.

Review Retail Pricing

Don't guess, know your numbers. Your retail pricing should feel fair to patients while leaving enough margin to keep your business thriving. Strategic pricing = sustainable growth.

 **TIP:** Use Walman Optical's Price Tool to help you calculate retail pricing by visiting www.walmanoptical.com/pricetool

NEW! Unity V3 Progressive Lenses Now Available

The latest generation of VSP Optics' progressive lenses takes everything you know from Unity Via II and enhances it with artificial intelligence, advanced optical physics, and predictive modeling to create a personalized progressive lens based on an individual's needs.

Unity V3 Portfolio and VSP Categories

Unity V3 Elite - VSP Category N
Unity V3 Mobile - VSP Category N
Unity V3 Wrap - VSP Category N
Unity V3 Plus - VSP Category O
Unity V3 - VSP Category F (*does not include AI personalization*)

Key Benefits

- Personalized lenses powered by AI for each patient's prescription and visual habits
- Effortless patient adaptation with fewer remakes
- Greater comfort and clarity across near, intermediate, and distance vision
- Enhanced patient satisfaction from the very first wear

For more details, ask your Walman Optical Account Manager.

Become ABO Certified in 2025

With the help of Walman Optical's Virtual ABO Prep Course

During this two day course, we will focus on the knowledge needed to successfully pass the exam including definitions, formulas and prism. Held October 15 - 16.

[Learn more and register today at ECPAdvantage.com](http://ECPAdvantage.com)

