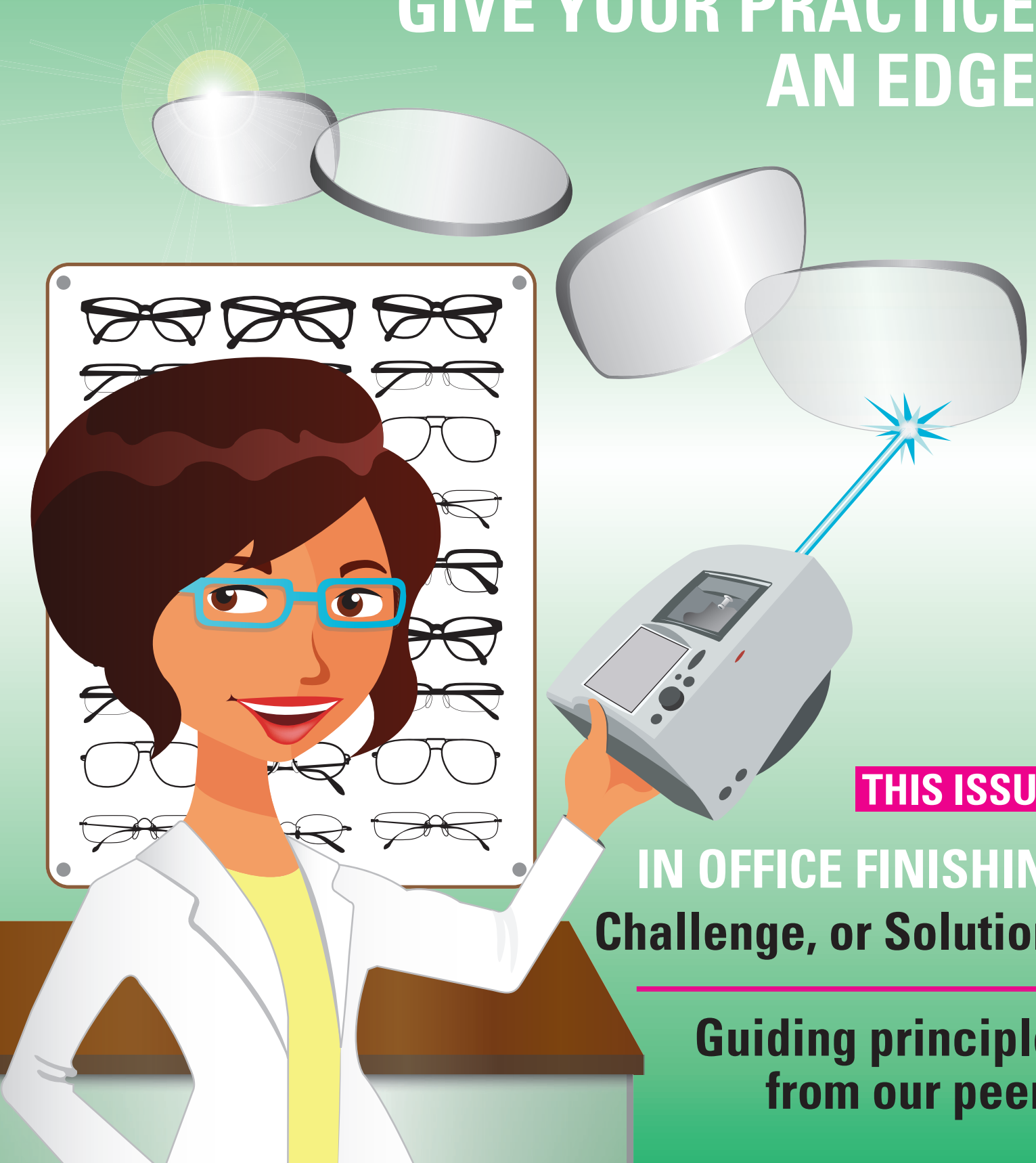


# CLEARVISION'S *Beyond the Brand*

OPTICAL INSIGHTS & INSPIRATION

**GIVE YOUR PRACTICE  
AN EDGE**



**THIS ISSUE:**

**IN OFFICE FINISHING  
Challenge, or Solution?**

**Guiding principles  
from our peers.**

# What's your edge?

It's no secret that we make it a priority to provide our customers with great customer service. It's been part of our mission since our founding over 66 years ago, to make each day better for someone else. Today, speed and convenience go hand in hand with making our customers happy. In today's fast paced world of wanting what we want in less time than ever, it can be challenging to meet the demands of customers to provide that "instant" gratification.

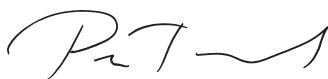
For those of you who are tasked with providing a great customer service experience, there are ways you can address the "I want it yesterday" demands of your patients while adding to your bottom line. One of those ways is establishing your own in-office finishing capabilities.

For this issue, we've collaborated with some of our partners to provide you with more information on in-office finishing, the benefits, and how it may bring a new found efficiency to your practice.

## Enjoy *Beyond the Brand*.



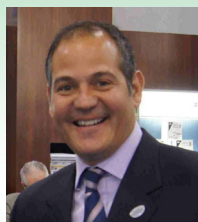
**David Friedfeld**  
President



**Peter Friedfeld**  
Executive Vice President



## Excerpts from the experts.



"Our customers tell us again and again that their in-office lens edger is one of the best investments they have made to their practice. They also always talk about patient satisfaction being higher when they can deliver finished eyeglasses more quickly. The bottom line is that in-office edging makes ECPs more competitive and increases their profitability."

**– Rick Clemente**  
*Santinelli International*  
*Executive Vice President of Sales & Service*



"In office finishing allows us to provide our patients with a very high quality product that we are involved with every step of the way. But the greatest benefit is providing patients with finished frames much faster than when we send them out to the lab."

Read more on page 6.  
**– Dr. Matt Kunkel, OD**  
*Kunkel Snyder Optometric*  
*Watertown, SD*



# In Office Finishing (IOF): Challenge or Solution?

**The pressures faced by independent eyecare professionals (ECPs) today are similar to those of other industries, but no less challenging:**

- The growth and buying power of large national chains and mass players (that promote one-hour or same-day service)
- Increased online sales to industry "disruptors" (those who offer free first pair or free 2-way shipping; highly competitive pricing; innovative frame designs)
- Decreasing managed care reimbursements

All of these developments demand that independent ECPs act quickly – or be left behind.



## It's About Time

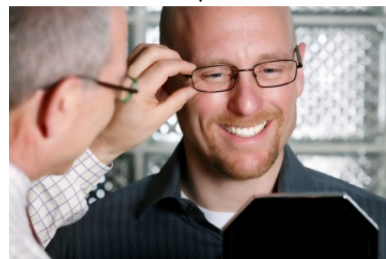
Larger chains are well aware that consumers expect faster turnaround time, and they aggressively market that service. As with just about everything, eyewear



consumers want their glasses as quickly as they can possibly get them. Therefore, practices need to fulfill that expectation as soon as possible. And while online competition is becoming more imminent, these providers cannot deliver one-hour or same-day service (yet!)

## Service is Still a Differentiator

Likewise, online eyewear providers are unable to provide the face-to-face, personal service that independent ECPs can, and it's likely not as



easy to build long-term trusted relationships. Service is still the differentiator and provides the upper-hand to independent ECPs. They have the ability to develop and support long-term relationships with patients, and the ability to understand their needs on an entirely different level.

## Leveraging MVCs

As you're surely aware, Managed Vision Care reimbursements have changed; another reason independent ECPs need to be more aggressive exploring the additional revenue generators and profit centers that are available.



## The Solution

A change in behavior is necessary in order to thrive and survive in light of these challenges. ECPs will need to have a stronger offering, provide personalized service and deliver faster production of new glasses. One of these solutions is to consider In Office Finishing (IOF).





# Focus on: The Optical Practice

## What are the advantages of in-office finishing?

**We recently spoke with Dr. Matt Kunkel of Kunkel Snyder Optometric in Watertown, SD. Here are some of the benefits his practice has achieved with in-office finishing (IOF), in his own words.**

Looking for ways to increase revenue at his practice, Dr. Matt Kunkel, OD, of Kunkel Snyder Optometric in Watertown, SD, was primarily interested in saving costs associated with the practice's current processes.

*"I first looked into in-office finishing five years ago when my practice was just starting out", says Matt. "It wasn't viable at that time because we didn't have the volume to justify the equipment purchase. Now that our practice has grown, IOF has been the best solution for us. It allows us to save money on something that we are already doing."*

New to the edging process, Matt purchased a lens edger with a

blocker, sufficient to handle the current practice volume. Both he and his partner, Dr. Beth Kunkel, who is also his wife, received training from the equipment manufacturer, and now process all single vision jobs, approximately five pairs per day. They also process multi focal lenses, although they outsource some of this business to their outside lab.

The practice also benefits from the equipment purchase by marketing multiple pairs. For example, they now offer a significant discount off single vision lenses to patients who purchase an annual supply of contact lenses. This has not only increased their contact lens revenue, but also increased the amount of conversions and upgrades in frame sales.

*"I find that we are able to provide a very high level of quality, as we are involved in every step of the process," says Matt. "But the greatest benefit I've found is that we can provide patients with finished*

*jobs much faster. Jobs that used to take a week can now be processed in house in a day, and that makes our patients happy."*

## We've also heard...

*"Cutting lenses in house helps you save money and time, and gives you more control over the product you are giving back to your patient."*

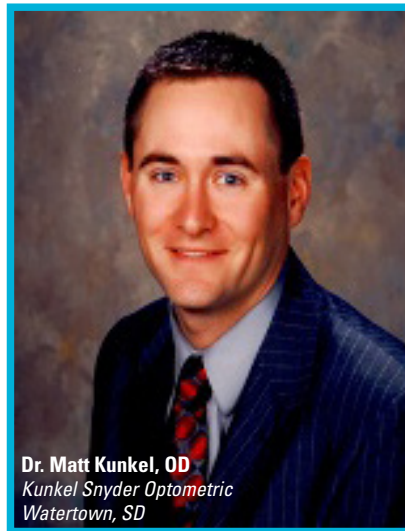
-Jimmie Walsh, Optician

*"We have a lot of geriatric patients who don't like to leave their glasses. We are able to cut their lenses for them while they wait. They usually have their glasses back in less than 30 minutes!"*

-Elida Villarreal, Optician  
Eye Care Associates of Texas

*"We control the timing, the quality, and the price!"*

-Dr. Howard Bookbinder



Dr. Matt Kunkel, OD  
Kunkel Snyder Optometric  
Watertown, SD

# Is In-Office Finishing Right for your Practice?

## Some Frequently Asked Questions

### Q: What type of space is required?

A: Many types of equipment are small enough to set up in just about any space -- even closets! Generally, a 6 ft. linear space will suffice.

### Q: Is extra staff required? Who will run the equipment?

A: Many practices do not need to hire additional staff to run the lens edging equipment. Many machines are simple enough to operate so that a novice can do so. It can be anyone on your staff!

When purchasing your equipment, inquire about possible training or other support available through the manufacturer, if necessary. Many will offer services like telephone support; some may also provide online support including documentation, videos, and live chat.

If you cross train everyone, most of your team will be able to edge single vision lenses. You can always utilize your outside lab on days you may be short staffed, or for more difficult jobs.

### Q: How difficult is it to operate the equipment?

A: Operating many of today's edgers is not as difficult as it used to be! It's almost as simple a process as putting a frame in a tray, sending information to the edger, and having the edger cut the lenses!

### Q: What's the difference between stock/uncut lenses and surfaced lenses?

A: Supplied by a manufacturer, a stock or uncut lens has both surfaces finished and a specific back vertex power or powers. Such a lens has yet to be edged to a specific shape.

Today, stock lenses are of very high quality and are readily available. A surfaced, single vision 1.74 with premium AR can be purchased for approximately \$175, compared to a stock ready-made lens with premium AR that can be purchased for approximately \$60. That's a savings of nearly 65%!

### Q: How do I figure out how to purchase lenses?

A: There are several stock houses and labs from which you can purchase lenses. Spend some time researching locations to get the best prices. Request catalogs, identify lenses that your team likes to sell, and get into a stock lens program that works for your practice!

### Q: What about more difficult jobs like rimless, semi-rimless, inline rimless and wraps?

A: You can always send these jobs out to your lab if you are not comfortable edging or drilling them. Once your team is comfortable with single vision lenses, start experimenting with other types of lenses.

### Q: Is there an odor associated with the edging process?

A: Lens materials such as 1.67 and 1.74 can give off an odor during the edging process. Address this by installing a good vent fan and/or deodorizing system which can be procured through one of your equipment distributors.

### Q: Is the equipment loud?

A: Some equipment is quieter than others, especially newer equipment. An old edger does make some background noise.

### Q: What about lens slippage?

A: New equipment has very few, if any, issues with this, especially when high quality blocking pads are used. If you are having issues, contact the equipment manufacturer. A calibration, adjustment, or additional training may be all that is needed.

### Q: What are the cost considerations?

A: Depending on the equipment you're considering, your costs can be approximately \$500 - \$700 a month on a 5-year lease with a dollar buy-out, which includes the equipment, installation, initial training and ongoing support. Also, the equipment may be tax deductible (check with your financial advisor or accountant).

### Q: Should I market my in-house finishing services?

A: In-office finishing is something you should share with all your patients! Promote it on your website, social channels, printed materials, and any advertising you may do. Some equipment companies offer store window decals and press release services to help drive more traffic to your practice.

