



Midwest Monthly

Sunwear sales up to par?

Beyond colorful casts for broken bones, there are few medical devices that are considered fashion accessories. Most patients understand their everyday prescription eyewear is a necessary medical device but still view sunwear as a luxury—something to make them look “cool”. Helping your patients understand that sunglasses are a necessary item to protect their precious eyesight from damage is a powerful sales tool. People are more apt to listen carefully to advice that will protect them from damage. The added benefit is a medical device that can also be a fantastic fashion statement!

Not everyone needs prescription glasses, but anyone who exposes their eyes to sun need to protect them from it. Studies have shown that UV radiation can cause damage to the eyes and skin, including cataracts and macular degeneration. Glare can also be damaging to eyesight, causing fatigue from brightness and distraction. In certain situations, glare can also be dangerous. A case in point is driving, where glare has been identified as causing traffic accidents and injuries. Polarized lenses greatly reduce glare for overall safety.

The conversation concerning the need for sunwear should begin with the doctor during the exam. The receptionist can also remind the patient to bring their current sunglasses with them so the doctor can discuss the importance. If their sunglasses happen to be cheapies from the local gas station, show them how distorted the “E” can become on the eye chart from the substandard optics most cheap sunglasses provide. During the exam, the patient can be educated on the damage that the sun poses to their vision. This can be supported by posters demonstrating the effects of sun placed throughout the dispensary and hallways.

Ask the patient if they would like to select their clear or sunwear pair first. Offering a special discount if they purchase two pairs can help overcome resistance. Even if you do not make the same margin on the second pair, it is still increased revenue to your bottom line. A special program for your 20/20

patients and contact lens wearers for sunwear purchases can also help keep the sales in your office rather than the drugstore. In fact, a prescription for 0.00D sunwear with additional comments of “polarized” and “backside AR”, may be all that is needed to complete the sale. And don’t forget kids! They probably spend more time outdoors than your adult patients.

Tinted sunlenses will be an improvement over cheap sunglasses, but polarized lenses will provide the best vision and clarity. Polarized lenses are available in a wide range of styles, materials and colors. Many are also offered in wrap designs to accommodate the popular wrap sunwear. To determine your patients’ unique sunwear needs, a lifestyle questionnaire is an excellent way to discover your patients best solution. Asking questions verbally is helpful as you can query the patient as needed for additional information.

An in-store demonstration is the best way to present the benefits of polarization over tinted lenses. No matter how much explanation is offered, an image is worth a thousand words. Keep samples of several colors of polarized lenses at hand to demonstrate how they work. Patients are always impressed when two lenses are placed in front of their eye at crossed axes, allowing no light to pass through on either the horizontal or vertical planes. When one lens is rotated so the pair is parallel, the polarized rays are transmitted. Many manufacturers have produced terrific demonstration displays. The counter cards hide an image that can only be seen when polarized lenses are worn. Some of the displays include a plano lorgnette, or use a plano sunglass in your inventory. Patients are amazed, and the lenses frequently sell themselves.

Sunwear is a huge market and you may be missing out by simply not asking your patients if they would like to purchase sunglasses. A little dedication in recommending and positioning sunlenses can mean a huge impact to your sales— as well as increased customer satisfaction and comfort!

With every new order of Zeiss GT2 or GT2 Short, receive one pair of Polarized GT2 or GT2 Short at **50%** off list price!

- June 15, 2009 through August 31, 2009
- Please specify "Polarized Promotion" with each order
- No additional discount will apply



Without Carl Zeiss Vision Polarized Lenses



With Carl Zeiss Vision Polarized Lenses



LOOKING FOR YOUR STIMULUS PACKAGE?

Midwest Labs has it! Starting April 1st to June 30th, you will have the opportunity to earn big dollars by simply purchasing all of your Varilux® lenses, Crizal® lenses, and Xperio™ Polarized Lenses from Midwest Labs.

Here's how...

For every pair of lenses that exceeds your monthly goal, you will earn Visa® Gift cards or account credit!

Earn the following dollar amounts in Visa® Gift cards for every pair that exceeds your monthly goals.

\$10 Varilux Lenses: Includes the following designs.
 Varilux® Physio® Varilux Comfort® Varilux® Ellipse® Varilux® Panamic®

BONUS: Earn an additional \$5 per pair when you order the following digital Varilux Lens designs.
 Varilux Physio 360™™ Varilux Comfort 360™™ Varilux Physio Short 360™™ Varilux Ellipse 360™™

\$15 Varilux® Xperio™ Polarized Lenses and Varilux Sport™ Lenses
 Varilux Sport™

\$10 Single Vision Xperio Polarized Lenses with Crizal® Anti-reflective coating

\$5 Crizal® Lenses



Hurry!
June is the final month for this promotion!

