

Midwest Monthly

Reviewed by:

Doctor
 Optician
 Technician
 Other



It's a Partnership

In today's quickly changing and fiercely competitive market, it is more important than ever to deliver the products and services your patients demand. We understand the daily challenges you face and appreciate the trust you place in Midwest Labs as your partner. After all, we wouldn't be here without you!

Quality control and customer satisfaction are frequent topics of conversation at Midwest Labs. Making sure your practice is successful is key to our success and we are continually looking for ways to improve our services. The number one method in attaining this goal is by keeping the lines of communication open.

Our world is getting smaller every day as technology expands. When Midwest Labs first opened its doors in 1973, calling to place orders was virtually the only method used. Today, orders can be placed by phone, fax or internet. When utilizing fax and internet ordering, sometimes a good flow of communication may be lost. Weeks could conceivably go by without any verbal communication between your office and Midwest Labs. However, when placing orders by phone, any problems or questions can be addressed quickly. This eliminates the need for time-consuming follow up calls.

That being said, one benefit to ordering by fax or internet is a quicker turnaround time. Internet orders also decrease errors which can cause delays. To compensate for the human interaction that is lost through fax and internet, a dedicated customer service representative is assigned to each Midwest Labs partner. By doing this, the same person is watching your account and will be aware of any problems that arise. We do this to avoid small problems snowballing into huge issues.

With the introduction of anti-reflective lenses and digital technology, as well as the wide variety of lens materials and treatments available, the days of patients expecting their eyewear in one hour are all but forgotten. However, patients do expect their new eyewear to be dispensed in a relatively short time from when the order is placed. Procedures are in place that identify jobs that have been in the lab longer than expected and these jobs are flagged. Once identified, lab personnel are able to move these jobs forward and ensure they are not lost in the mix. We also keep a close eye on jobs waiting for frames and notify you when we have not received the frame after a few days. The current average turn time for uncut lenses is .8 days and 1.6 days for complete work.

If you are in a situation where a patient absolutely, positively, must have their eyewear by a certain date, note that information when ordering. These jobs are flagged in

our system and a "promise" report is printed twice daily to make certain we meet your delivery time expectations. This also helps in the event if something does go wrong with the order, we are able to contact you quickly to make a change if necessary to continue processing the job or so you are able to contact your patient *before* they show up looking for their new glasses!

Incorporating Tracing Points into our laboratory software is another tool we use to provide maximum cosmetic appeal while decreasing turnaround time. Marketed by Frames Data, Tracing Points is a database released quarterly and includes the newest frame style tracing information on frames entering the market. We are able to access the frame trace from the information you provide and attach it to the order as it is processed in the lab. These frame traces are used in two ways—decrease turnaround and improve the cosmetic appearance of the finished product. Turnaround is decreased on complete orders as we can safely start lenses before receiving the frame. Cosmetic appearance is improved on uncut lenses as we are able to provide the thin lenses that will be large enough to cut out. You can take advantage of this service by providing us with the frame manufacturer, style and size when placing your orders, uncut included.

Quality control within the lab is crucial to providing the correct finished product. Each new day at Midwest Labs begins with the calibration of all the equipment used in processing your patients lenses. Second and third checks of work are in place all throughout the manufacturing of the Rx work. Before any job leaves our lab, a minimum of four sets of eyes review the order. A quality control checklist is used at final inspection of both uncut and complete orders. In addition, an inspection card is sent with each complete eyewear order including the initials of the staff member who evaluated the finished product.

New lens products and lens fabrication processes are being introduced at a dizzying pace. To keep you up to date on new availabilities, Midwest Labs provides job stuffers, webinars, on-site education, this monthly newsletter and courtesy calls from our customer service staff. Please contact us whenever you have a question on new products or anything else that is occurring in the optical industry. While we may not always know the answer immediately, we will find the answer for you!

We are always open to any suggestions you may have that could benefit not only your business, but all Midwest Labs partners. Contact us with any ideas of services or procedures that we can provide and make your life easier. We never forget that we are in this together!

Simple Choice "KidZ" Economy Package from Midwest Labs



Single Vision

Polycarb	\$30.00
Polycarb trans	\$70.00
Trivex	\$35.00
Trivex trans	\$75.00

Available options:

Solid tint	\$4.00
Gradient tint	\$7.00
Reliance AR	\$25.00

- Net pricing includes: frame, metal insert, handling fee, +/- 6 sph w/ 2 cyl
- One time remake at no charge, **for any reason** except loss or abuse within a year! Frames are warranted for one year against defects.
- Sample frames purchased for display will be billed at \$10 per frame.

Package deals are a great way to drive your bottom line! Our simple Choice "KidZ"

Economy Package is excellent for:

- Second pair sales
- Budget shoppers
- Insurance

These quality frames and lenses offer value for you and your patients! Call today!

"The Experts in Lens Technology"

The Perfect Fit

Naturalite & RELIANCE XP

DIGITAL

Now is the perfect time to try a pair! Naturalite Digital is the latest generation of backside digital progressives and comes in a large selection of materials. Two designs, hard and soft, giving all of your patients easy adaptability and wide fields of vision. Great designs offered at a great price, quick turnaround time *plus* receive cash back through August 31st!

\$10

For each **Naturalite DS or DH** dispensed!

\$15

When **Reliance XP** AR is included!



* \$5 processing fee per card

Cash back reward available as:

- Account credit
- Check
- Pre-paid Visa*

It's up to you!