

Reviewed by:

____ Doctor
____ Optician
____ Technician



Making the Electronic World Work for You!

Our lives have become increasingly entangled with the internet as more and more tasks can be accomplished online. It is not uncommon to see people in public accessing the internet on their handheld devices. Who knew five years ago you would be able to pay your utility bill while riding in a vehicle down the interstate! The internet has not only made our personal lives more manageable, but can benefit businesses as well. Transmitting orders electronically is a tool your office can utilize to help reduce costs and streamline efficiencies.

Electronic ordering reduces in-office consumables and helps eliminate the occasional error due to penmanship and the clarity of faxes. These errors can be costly in time spent correcting the error, patient dissatisfaction and the cost of replacing the lenses.

Efficiency within your office and at the lab is increased with internet ordering. This method eliminates many of the challenges presented by standard phone and fax ordering: difference in cut-off times, inaccurate or missing information and job delays. Patient Rx's received in this manner are streamlined into lab processing. They essentially "leap frog" other jobs bypassing the data entry department. The necessary lens blanks are immediately pulled and the job begins processing.

At your office, orders can be placed at any time that is convenient for you, even if it is not during lab business hours. You are not tying up phone lines and can pause to attend to patients if needed. Because your internet orders circumvent data entry, they will be the first jobs to enter the lab during the next business day. Additionally, each team member orders the same way which maximize efficiencies.

Increased organization in regards to job checking is another perk with electronic orders. With your internet ordering portal, you often have the ability to check on order status. Via the web, you are able to monitor where your patient's Rx is at in lens processing. This gives you instant access to the answers your patients are demanding.

Enhanced accuracy is another benefit you experience ordering online. A great advantage is the access to lens databases, styles, base curves, coatings and tints. Lens catalogs are tied to ordering fields and

only current lens styles will be displayed as order options. This eliminates the need for phone calls and unnecessary delays. You can also use this feature to check availability of a lens while your patient is still in your dispensary. In addition, any missing information—i.e. PD's, seg heights, frame material—will be highlighted and you are not allowed to send the order until this information is provided.

Full frame measurement information is prompted when placing orders. This information helps us to provide the most cosmetically appealing and accurate lenses for your patients. If you have a tracer in-office, attached tracings greatly improve the end appearance of your patient's lenses.

Midwest Labs offers internet ordering through three web portals: Rx Wizard, VisionWeb and Eyefinity.

RxWizard from Digital Vision Inc. (DVI) is very similar to the lab software system Midwest Labs utilizes (also from DVI). Easy to use "cascading menus" style of screen entry ensures accurate information is sent with each job. Rx Wizard also integrates with several practice management systems. If interested you may long onto www.dvirx.com or contact Midwest Labs for more information.

VisionWeb integrates with many practice management software and links to industry news and continuing education. Inquire at www.visionweb.com or 800-874-6601.

Eyefinity also has the benefit of eClaim for online insurance claims. More information is available at www.eyefinity.com or 877-448-0707.

At the lab level, orders that are submitted electronically contribute to keeping overhead down which results in cost advantages for you and your patients. It facilitates faster processing, results in fewer remakes due to transcription errors, minimizes calls requesting additional information and reduces lab tech time spent matching frames with orders.

Eyecare professionals who take advantage of the services offered by these web sites can enjoy the benefits of reduced errors, real time job status, and ease of ordering. If you have not tried using the internet, now may be the time to explore these web portals.

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Reliance AR's and digital!*

Quick Turnaround ~ Unrestricted Availability ~ Competitive Pricing



RELiance XP

- one of the highest levels of scratch resistance on the market
- repels dust and particles
- effortless cleaning
- warranted for the life of the Rx

RELiance HP

- increased scratch resistance when compared to base level AR products
- improved ease of cleaning
- warranted for two years



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Naturalite DSV- Single Vision	Uncut	Complete
I.50	37.00	44.50
I.50 Transitions	70.00	77.50
I.50 Transitions XTRActive	77.00	87.00
I.50 Polarized	61.00	68.50
I.50 Transitions SOLFX Drivewear	95.00	102.50
Poly	42.00	49.50
Poly Transitions	75.00	82.50
Poly Transitions XTRActive	82.00	89.50
Poly Polarized	65.00	72.50
Poly Pol. Coppertone	75.00	82.50
Poly Transitions SOLFX Drivewear	100.00	107.50
Trivex	55.00	62.50
Trivex NXT Fixed Tint	70.00	77.50
Trivex NXT Photochromic	80.00	87.50
Trivex NXT Pol. Photochromic	105.00	112.50
Trivex Transitions	80.00	87.50
Trivex Transitions Autumn Gold	85.00	92.50
Trivex Transitions XTRActive	87.00	94.50
Trivex Polarized	80.00	87.50
I.60	65.00	72.50
I.60 Transitions	95.00	102.50
I.60 Polarized	130.00	137.50
I.67	80.00	87.50
I.67 Transitions	107.00	120.00
I.67 Transitions XTRActive	120.00	130.00
I.67 Polarized	140.00	147.50
I.74	100.00	107.50

Naturalite Digital Progressive	Uncut	Complete
I.50	75.00	87.50
I.50 Transitions	110.00	122.50
I.50 Transitions XTRActive	117.00	129.50
I.50 Polarized	95.00	107.50
I.50 Transitions SOLFX Drivewear	125.00	137.50
Poly	80.00	92.50
Poly Transitions	120.00	132.50
Poly Transitions XTRActive	130.00	142.50
Poly Polarized	105.00	117.50
Poly Pol. Coppertone	110.00	122.50
Poly Transitions SOLFX Drivewear	135.00	147.50
Trivex	85.00	97.50
Trivex NXT Fixed Tint	90.00	102.50
Trivex NXT Photochromic	105.00	117.50
Trivex NXT Pol. Photochromic	130.00	142.50
Trivex Transitions	125.00	137.50
Trivex Transitions Autumn Gold	130.00	142.50
Trivex Transitions XTRActive	135.00	147.50
Trivex Polarized	115.00	127.50
I.60	90.00	102.50
I.60 Transitions	130.00	142.50
I.60 Polarized	160.00	172.50
I.67	105.00	117.50
I.67 Transitions	145.00	157.50
I.67 Transitions XTRActive	155.00	167.50
I.67 Polarized	160.00	172.50
I.74	125.00	137.50