



Reviewed by:

____ Doctor
 ____ Optician
 ____ Technician

How Do We Rate?

It is a phrase many of us hear at the end of our flight, “We understand you have many choices in air travel and for everyone at XYZ Airlines, we would like to thank you for choosing us for your flight today.” At Midwest Labs, we also acknowledge there are many options available to you for lab products and we do appreciate each and every patient order that is entrusted to us. Recently, an article came to our attention concerning lab selection and the many variables that need to be considered when ECP’s are selecting labs. We decided this was a great opportunity for us to assess the points raised in this article and review how Midwest Labs rates in meeting your lab needs.

► Does your lab’s mission match with your practice’s mission?

“We are committed to providing our valued customers with highest quality optical products, processed efficiently to meet their delivery time expectations, at a competitive price.” - Midwest Labs Mission Statement

The glasses you dispense are a direct reflection on your practice. As our mission statement reads, our goal everyday is to provide you with the products and service to keep you and your patients happy!

► Is your lab interested in helping you offer enhanced care for your patients?

We achieve enhanced care in a variety of ways:

- Quick turnaround (Average turn times)

Uncut non AR	.7 days
Uncut with AR	1.2 days
Edged non AR	1.9 days
Edged with AR	2.4 days

- Staff education and training

From on-site training, monthly newsletters, product information inserts and website education links, we offer many options to help you maximize your patient interactions.

- Investment in advancements in technology and products

This year, Midwest Labs released Reliance LuxAr, a super slick non-glare product boasting one of the highest scratch resistant ratings in the market. By the end of the year, digital processing equipment will be installed to provide the most popular digital lens options in the market. As in your business, reinvestment is crucial to growth and sustainabil-

ity and Midwest Labs is continually looking ahead for equipment and products to assist in giving your business the upper hand.

► Does your lab report data regularly to your practice?

Without a clear snapshot of your business’ ordering data, it is difficult to pinpoint opportunities, set goals and measure progress. Midwest Labs offers a quarterly Rx Analysis that not only displays your lens and treatment usage, but also includes overall lab percentages. This allows you to monitor how your practice compares to other optical dispensaries.

► Is your lab accessible and responsive to your practice’s needs, and do lab representatives regularly communicate with you?

As a mid-size lab, Midwest Labs is proud to say you will always talk to a person, not a series of recordings, when you contact us. Need to talk to a manager? No problem. One is always available on site to assist you. We also have many procedures in place to identify and monitor any problems jobs. Our goal is to keep you informed before you have to pick up the phone.

► Does your lab offer resources to facilitate utilizing the newest technologies and techniques?

We are in the unique position of being able to offer a wide variety of brands. Unlike manufacturer owned labs, we have developed relationships with all leading brand manufacturers in the market place today and are able to provide virtually any product to your office. We believe in providing unbiased information on all products and assisting you when needed to choose the right products for your patients.

► Is your lab a stickler for “policy,” or does it understand the long-term value of each patient?

Things happen; we understand. With Operation Managers available at each location, we can quickly respond to special circumstance situations without waiting to hear from corporate. As with any business, there are warranties and policies in place, but as a valued business partner, we are always willing to work on solutions that will be mutually beneficial.

Continued on back

► **Is your lab willing to create promotions and programs that help to create positive and sustained growth for your practice?**

The optical landscape has changed dramatically in recent years and one size fits all promotions are no longer effective. Utilizing Rx Analysis, we focus on promotions that will allow you to not just sell to patients, but offer them visual solutions that will not only enhance their life but also promote the success of your business.

► **Can you rely on your lab?**

We hope this question would garner an overwhelming “yes” response! Our success is dependant upon your success. We know your support is reliant upon our ability to create positive patient interactions for you. While no business is perfect at all times, how a business handles bumps in the road is important. We advocate continual dialogue with our accounts and work with you whenever the occasional issue may arise.

So what about pricing? Obviously, price is always a consideration when reviewing suppliers. The saying goes “Good– Cheap– Fast, you can pick two of the three”. And it is true, good service cheap is not fast, good service fast is not cheap, and fast service cheap is not good. Going back to our mission statement, our goal is to provide exceptional quality quickly at a competitive price. Profitability at the end of the day is crucial and we offer products and pricing that allows you to succeed in your market without marginalizing quality and service. We hope that you view your decision to partner with Midwest Labs as an investment in your business to provide your patients with a positive eyewear experience.

We would love to hear from you. If you have any suggestions on how Midwest Labs can better partner with you to support your business, don’t be shy– let us know! Communication is key and we take our role in your success very seriously.

Naturalite
DIGITAL



Reliance LuxAR

A match made in heaven!

Give your patients the luxury of effortless cleaning and one of the highest scratch resistance AR's available combined with the superior optics of our Naturalite Digital lenses! Processed on-site, turn-around time is quick and pricing is competitive. This gives your practice the ability to provide your patients with today's leading technology quickly at a price that will make them smile! Contact your Midwest Labs location today for more information on Naturalite Digital and Reliance Easy Care AR products!

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Midwest Labs is now on Facebook! Go check us out today! For those of you who have toured our facility, you may even find yourself in our photo albums. And while you are on the internet, stop by our newly designed website page www.mwllabsinc.com.