

# Midwest Monthly



## Back to School

It seems like summer has just begun, but before we know it the kids will be returning to the classrooms and it will be time for back to school eye exams. Now is your best opportunity to get ready for your youngest customers.

Fitting younger clients with eyewear can be a difficult task as you are trying to please not only the child, but the parent as well. Children generally are more concerned about fashion over function while the parent's goal is their child's visual health. Striking a balance between the two can be challenging.

With younger children, your first hurdle is to create an environment that will put the child at ease. Having a section of your dispensary devoted to your youngest clients with kid size furniture and activities to keep them busy while waiting will help to alleviate fear of visiting the doctor.

Include the children in conversation and address them by name— this makes them feel at ease and important. It may help make the children more comfortable by not wearing a white coat. If they have had unpleasant experiences in the past with healthcare providers dressed this way, it will increase anxiety. When working with the child, show them the instruments you will be using and offer a brief explanation of what they do. This calms the fear of the unknown and engages them in the exam process.

Lens material selection is one of the most important components in delivering children's eyewear. Due to their active lifestyles, polycarbonate is commonly chosen. While polycarbonate is a good choice, Trivex material provides superior optics in addition to being impact resistant and light weight. Sharper optics could reduce eyestrain in the classroom and keep the glasses on their face where they belong.

Children with extreme prescriptions face the additional fear of not only being teased for wearing glasses, but because of their cosmetic appearance as well. Many options are available to help reduce the thickness and maximize the attractiveness of the eyewear. Single vision lenses are now available up to a 1.74 index and can help the child feel more comfortable wearing their glasses. If the prescription is a high plus, utilize an aspheric lens which will keep the eyes more natural in appearance, avoiding the "bug eye" effect. Do not hesitate to offer high index materials when appropriate.

Accurate measurements are a critical factor in providing the best lenses but can be difficult to obtain with kids. Sit-

ting on mom or dad's lap is usually the most comfortable spot for the child. Hold a toy near the end of your nose to help keep the child's attention. This should give you enough time to take the necessary PD and bifocal height, if needed.

Do not overlook lens treatments when working with children. UV protection is a must today as children are exposed to more UV radiation at this age than any other time in their life. Parents wouldn't think of sending their children outside all day without sunscreen, but few consider the damage their eyes receive. Even if an Rx is not necessary, sunwear with UV protection should be offered to all children that are seen at your practice. If the child requires a prescription, Transitions is a great product to offer children. As they are in and out all day, Transitions will keep their vision comfortable at all times.

In the past, most dispensers have been reluctant to offer an anti-reflective treatment to children. This has been in part to how difficult it was to clean original AR coatings. New generations of anti-reflective lenses incorporate a slippery top coat that solve that issue, making lenses easier for the child to clean and resist dust. Computer use is common at home and school and AR reduces strain on the eyes while looking at the screen. If for no other reason, AR improves the vision through the lenses helping the child see better. Most AR treatments include scratch protection.

Choosing the frame may be the hardest part of fitting glasses as the parent and child's opinions of what is suitable may be very different. Making sure the frame selected fits as well as looks good is the main goal. Especially in this economic climate, parents may want to choose a frame with "room to grow". The child may resist wearing the glasses at all if they are not comfortable both physically and emotionally.

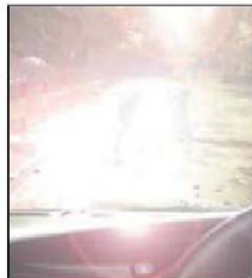
The final step to success with their eyewear is educating them in proper care when you dispense their glasses. Demonstrate how rinsing the glasses before wiping to remove dust and particles will improve the life of the glasses. Also show them how to remove their glasses and store them in a case.

Midwest Labs offers two popular Kids Packages that are economically priced and conveniently packaged. If you are not familiar with these packages, please contact us to receive more information.

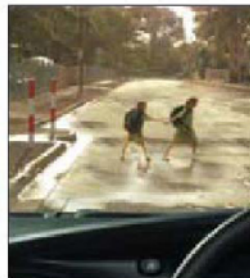
## 2 incredible promotions to help you sell 2 pairs! Midwest Labs is making it "2" easy!

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



## FADE TO SHADE BOGO PROMO

**BUY ONE** Illumina® LifeRx®  
**GET ONE** Illumina Coppertone™ OR SunRx® Polarized

Delight your patients by offering the most complete progressive eye care package around this summer. The best photochromic progressive (Illumina LifeRx) and a FREE pair of the best polarized progressives (Illumina Coppertone—OR—Illumina SunRx). Two premium pairs for the price of one!

**THE ULTIMATE 2<sup>ND</sup> PAIR VALUE FOR YOUR PATIENTS; FREE!**

- When ordering Illumina LifeRx, mention the "Fade To Shade BOGO Promo"**
- You'll automatically receive the same Rx in the patient's choice of Illumina Coppertone or SunRx for FREE!
  - Nothing to submit, nothing to track, we take care of the details; you satisfy your patients!
  - Vision Ease will provide a point of purchase easel at no charge allowing you to communicate this incredible BOGO offer to your patients.
  - Offer valid now through September 30, 2009.

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LIGHT-RESPONSIVE LENSES

**Coppertone**  
POLARIZED LENSES

**SUNRx**  
THE ULTIMATE POLARIZED LENS

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PROGRESSIVE LENSES

**VISION-EASE** LENS  
WORLDWIDE

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