



Do You See What We See?

Re-Thinking Your Practice Growth Strategy

Presented by Tim Fortner, Transitions Optical

Transitions[®]

Do You See What We See?

Sponsored by



Do You See What We See?

Profiling the New Consumer

Technology savvy

- Information parity
- Better, cheaper, faster

You need to provide clarity and context!



Do You See What We See?

Profiling the New Consumer



Do You See What We See?

Profiling the New Consumer

- Customization is the new normal
- Starbucks
- Cable packages
- Insurance



Customize a solution built on your engagement with the patient!



Do You See What We See?

Be Honest!

At your practice, are you where you want to be?



Do You See What We See?

Why People Buy What They Buy...

Important are:



Source: Sales Executive Council Research, The Challenger Sale, Penguin Group



Do You See What We See?

THE PURCHASING EXPERIENCE



Do You See What We See?



70% expect their **eye doctor** to make a lens recommendation

36% said their **eye doctor** was doing a great job at making a personalized recommendation



61% expect their **optician** to make a lens recommendation

25% said their **optician** was doing a great job at making a personalized recommendation



Do You See What We See?

A Great Purchasing Experience

89% expect to be offered lens options

79% expect a summary of the exam in layman's terms

73% expect a product recommendation based on their needs

Customer Experience Committee Meeting, November 13, 2012



Do You See What We See?

A Great Purchasing Experience

89% expect to be offered lens options

Expectations Met: 55%

79% expect a summary of the exam in layman's terms

Expectations Met: 79%

73% expect a product recommendation based on their needs

Expectations Met: 63%

Customer Experience Committee Meeting, November 13, 2012



Do You See What We See?

The Boomers are Coming!



Los Angeles Times

THE COMING OF AGE : The Over-40 Model Is Coming Into Vogue as Fashion Caters to Graying Boomers

Jane Fonda Demonstrates Exercises for Baby Boomers

TIME Business & Money

RETIREMENT

A Good Death: How Boomers Will Change the World a Final Time

WSJ: Baby Boomers Now Flocking to Young, Hip Communities



Do You See What We See?

And So Are Their Eyes!!!

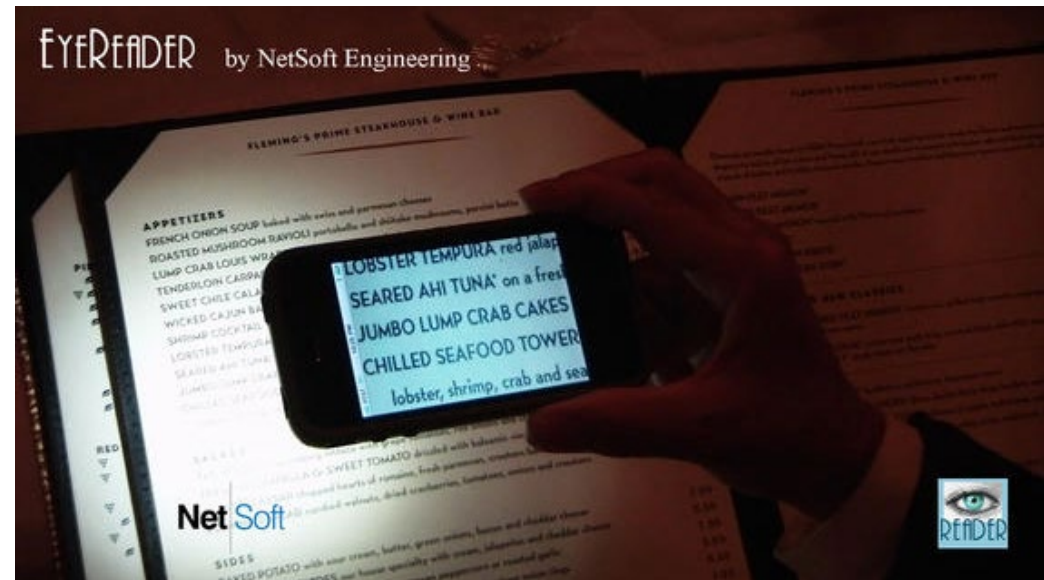


AARP Bulletin
Your Health

- As we age, our **eyes change**.
- **Eye diseases** can be stealthy.
- What are the **warning signs**?

By Nissa Simon
Eye Openers

Eyes may not be a window to the soul, as poets have claimed, but eyesight is certainly a window on the world. As boomers age, however, millions of them will struggle with some kind of eye disease. Over age 40, an estimated 25 million people have cataracts and more than 2.5 million have glaucoma; more than 2 million men and women over age 50 have age-related macular degeneration. Unfortunately, eye diseases often sneak up on us without warning. Here's what experts say about these three common vision conditions—how they affect the eyes, who's at risk and what treatments are available—along with developments that will help protect your eyes in the years ahead.



EYEREADER by NetSoft Engineering

Net Soft

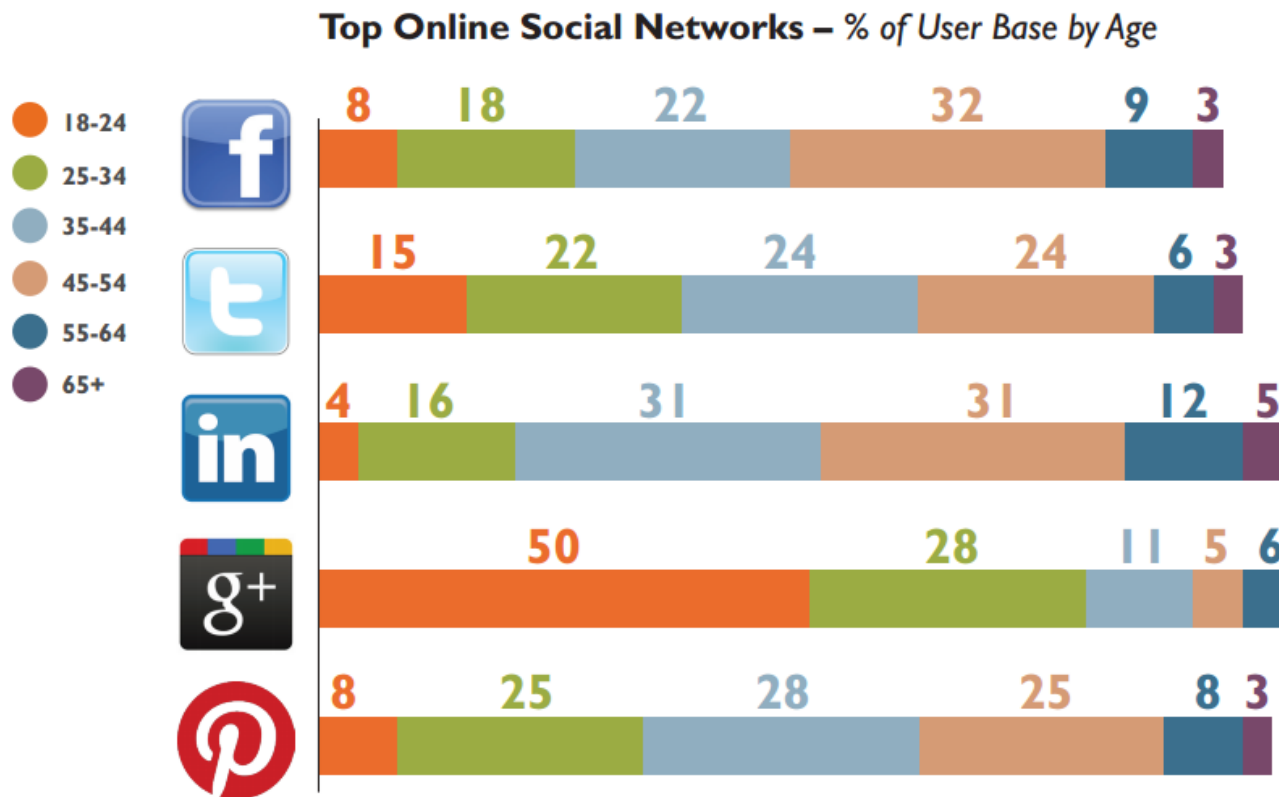
LOBSTER TEMPURA red jalapeno
SEARED AHI TUNA on a fresh
JUMBO LUMP CRAB CAKES
CHILLED SEAFOOD TOWER
lobster, shrimp, crab and sea

USA TODAY
A GANNETT COMPANY



Do You See What We See?

“This IS Your Father’s Social Media!”



Source: May 2012 Google Ad planner; plusdemographics.com ©2012 Creating Results, LLC



Do You See What We See?

The Numbers are Staggering!

In 2000, there were 55MM Americans over 55.

In 2013, there are 108MM Americans over 55!

- 31% of population
- 55% of CPG sales



Do You See What We See



The Boomer bubble doesn't subside until 2050....

- 2010: 13% of population > 65
- 2030: 19% of population > 65
- 2050: 20% of population > 65



Do You See What We See?

Opportunity!

- New aging
- The age wave
- Here come the boomers again!



Do You See What We See?

Healthy Aging

Healthy aging of the eyes

- Natural
- You can help offset: recommendation to patient?

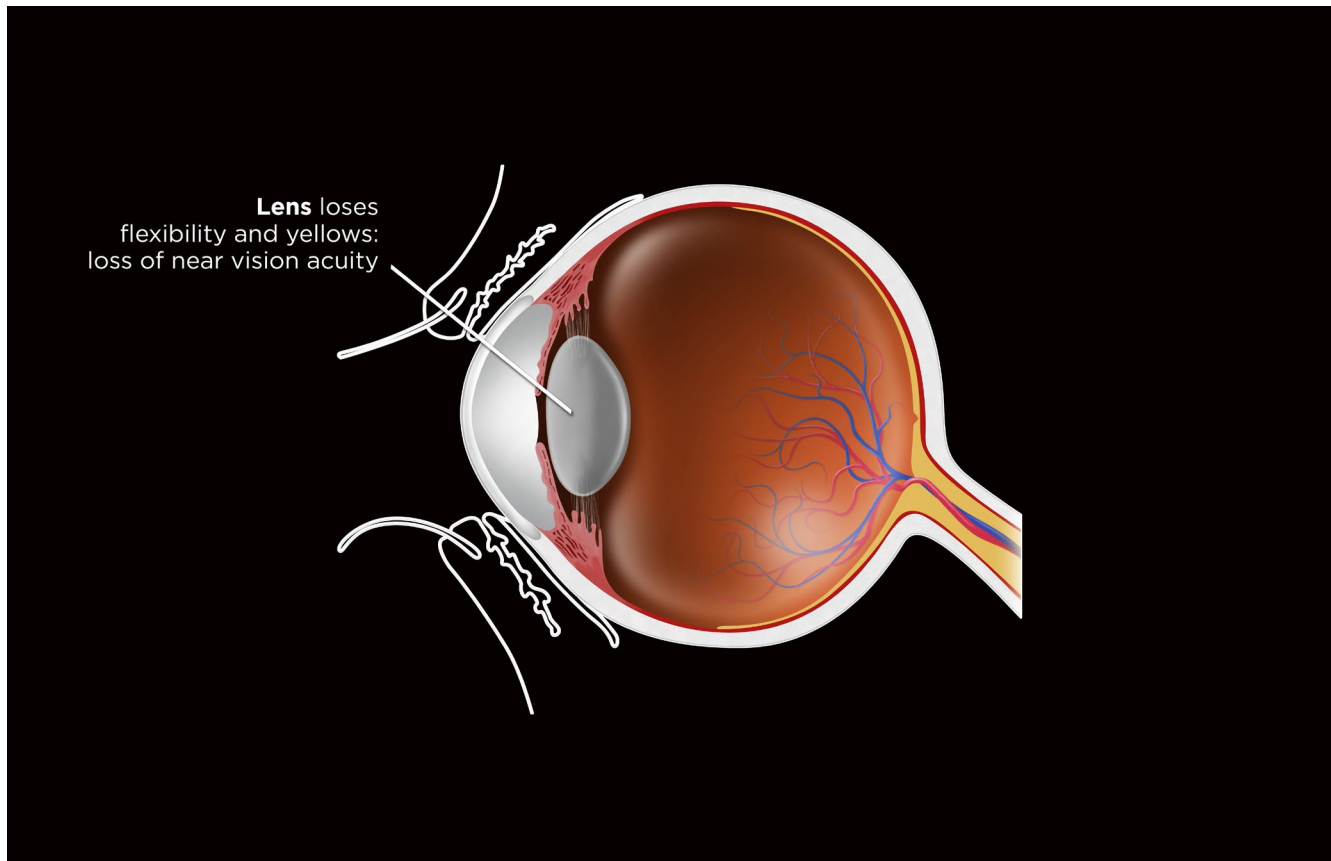
Vision loss

- NOT natural
- You can advise of risks
- You can assess symptoms



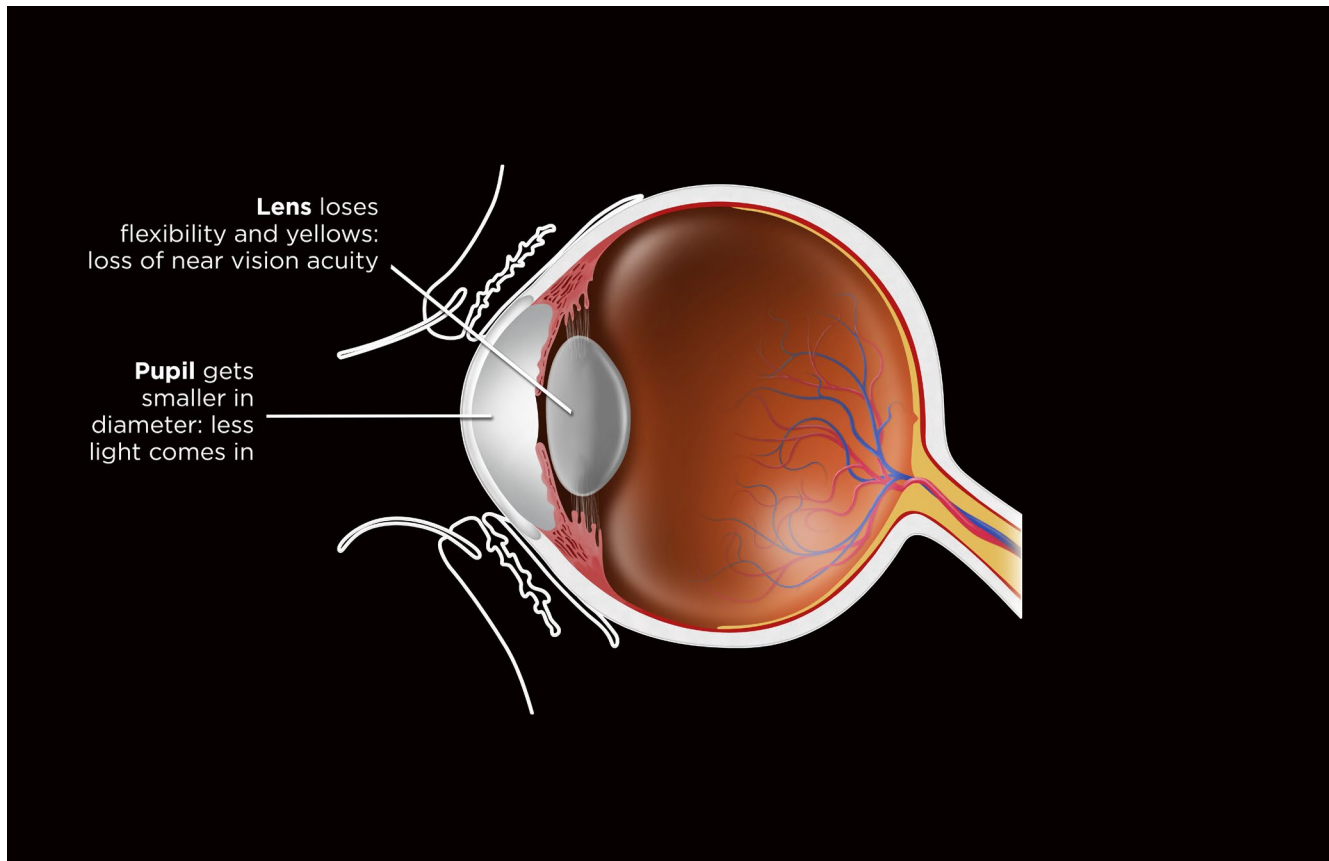
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Healthy Aging: Lens



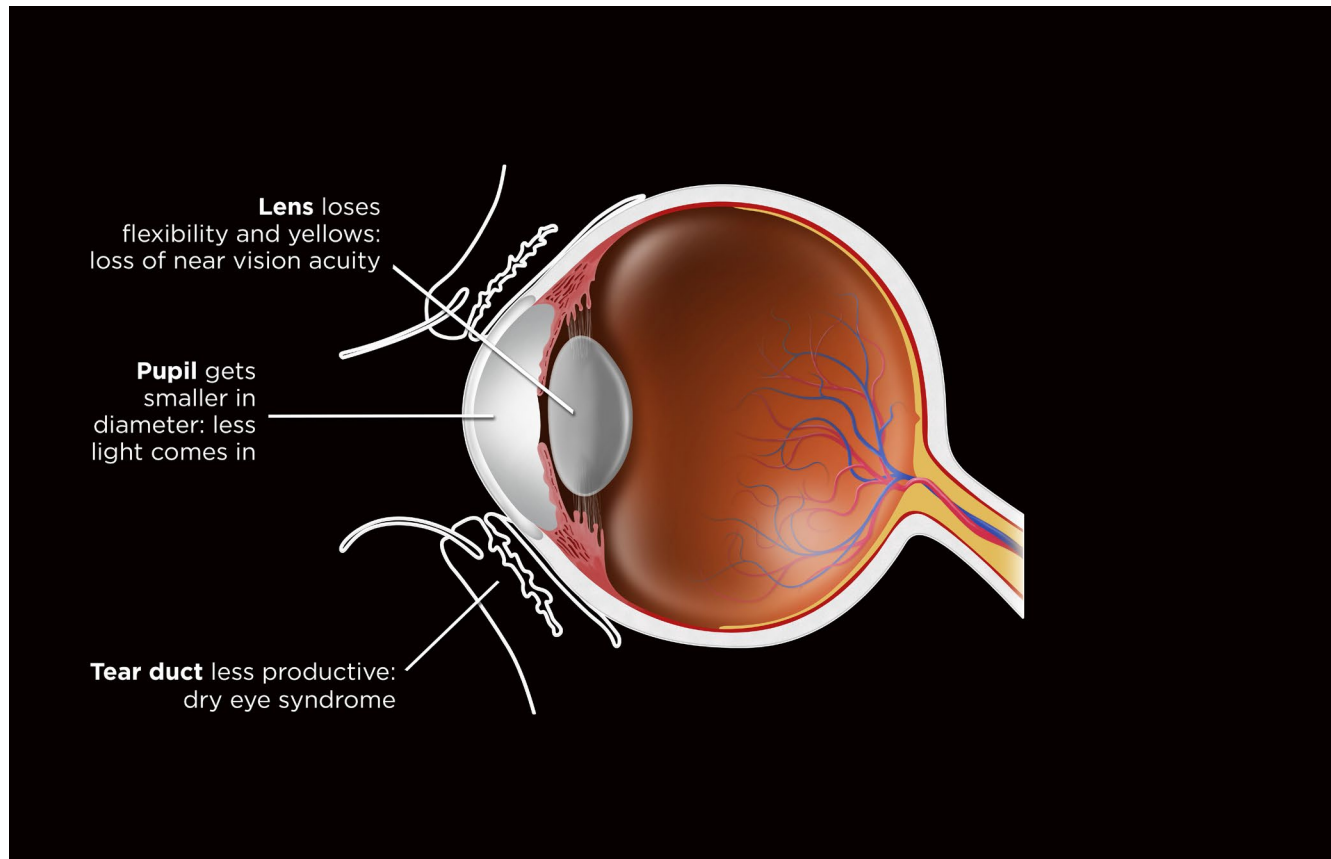
Do You See What We See?

Healthy Aging: Pupil



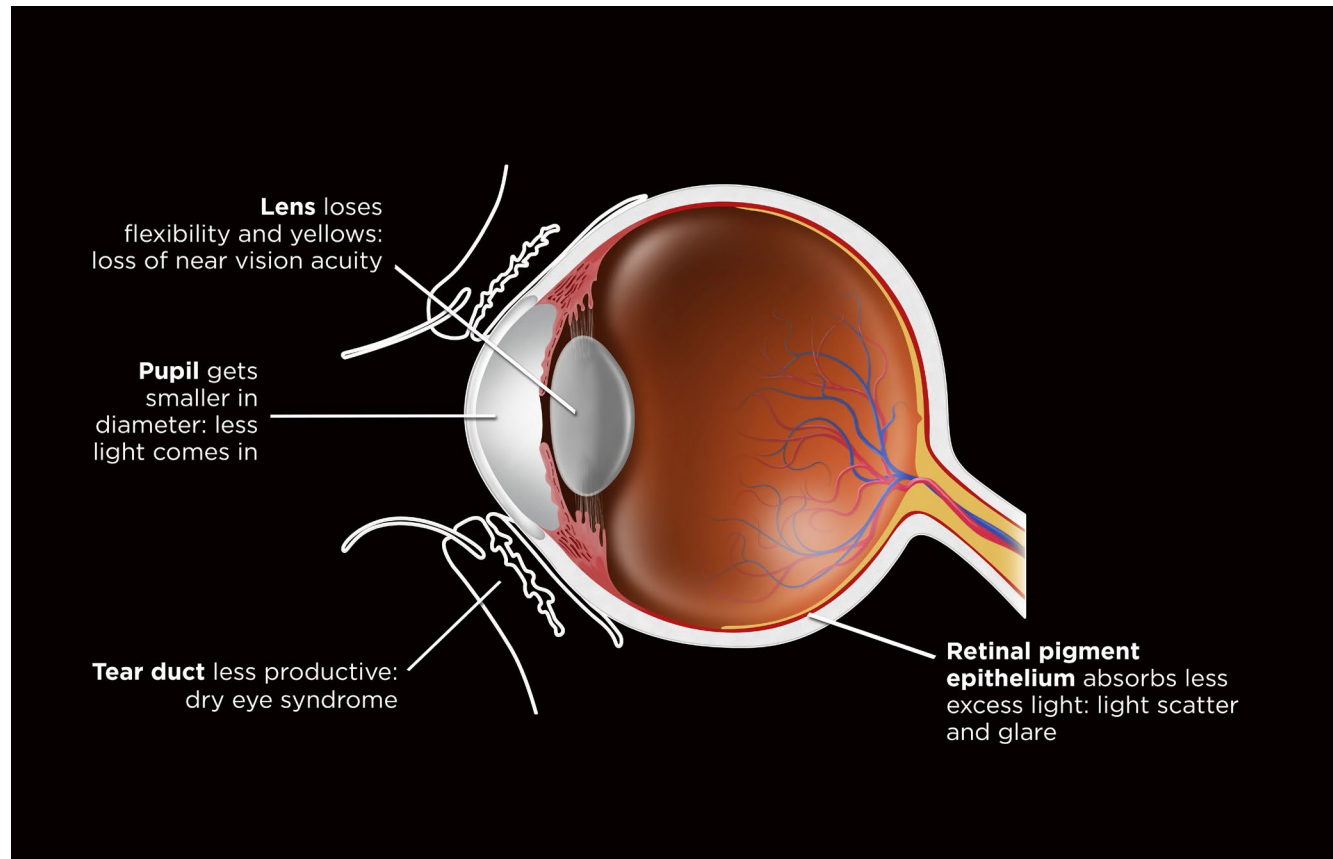
Do You See What We See?

Healthy Aging: Tear Duct



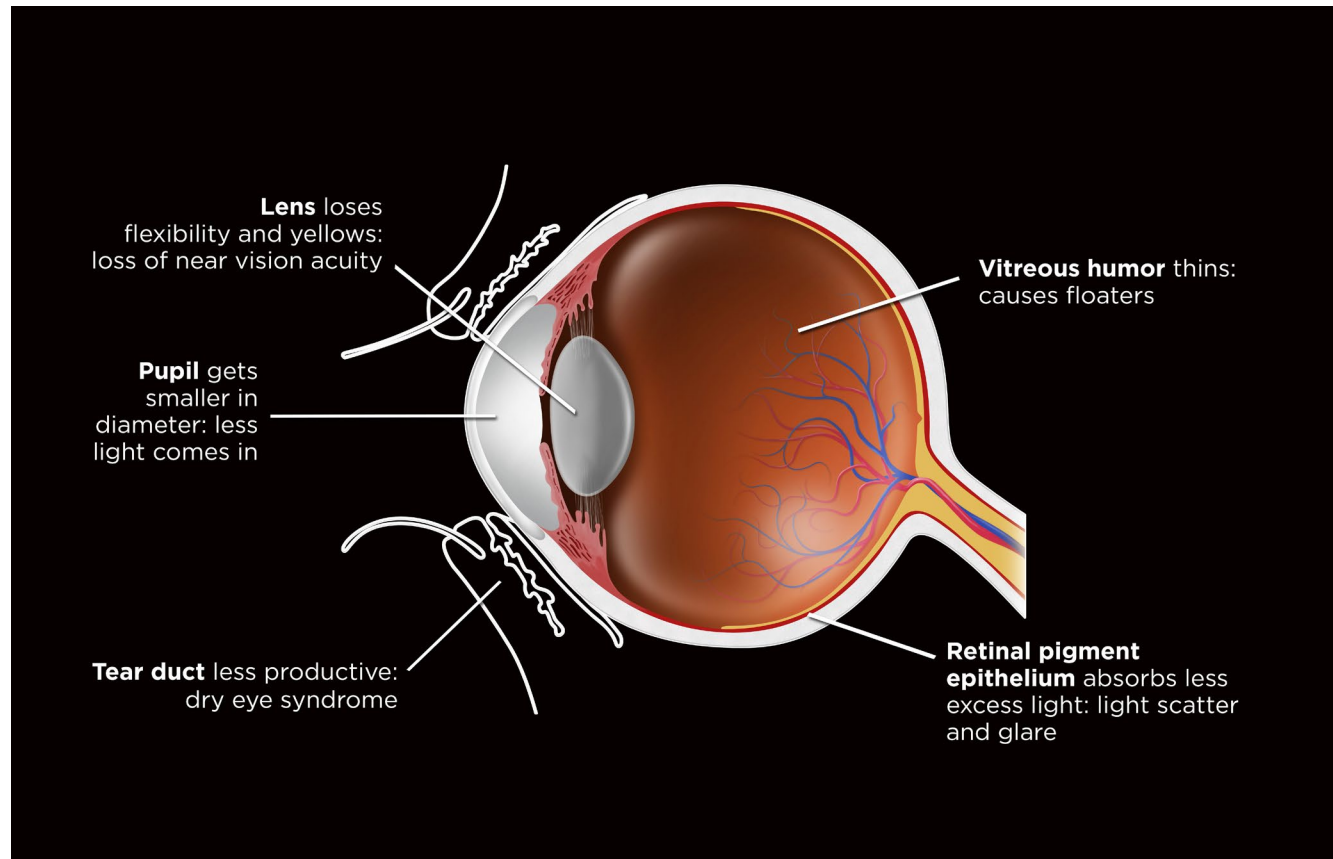
Do You See What We See?

Healthy Aging: Retina



Do You See What We See?

Healthy Aging: Vitreous Humor



Do You See What We See?

Healthy Aging Presents Vision Challenges



Do You What We See?

Healthy Aging Presents Vision Challenges

The problems:

- Too little light
- Too much scattered light/glare
- Light sensitivity
- Reduced color contrast
- Eye fatigue
- Poor night vision



Do You See What We See?

What is eyeLIFE Vision?

eyeLIFE



Do You See What We See?

With eyeLIFE Vision Patients Will:

Enjoy maximum ambient light indoors and at night so their eyes don't have to work so hard!

Be comfortable and protected outdoors as the lenses automatically adjust, which helps night vision.

Squint less, so less wrinkles!



Do You See What We See?

With eyeLIFE Vision Patients Will:

Have less glare from digital devices: less eye fatigue.

Enjoy safer night driving

Look good (and YOUNG!): none of that ugly glare bouncing off their lenses.

Experience the better vision of a truly precise, personalized prescription.



Do You See What We See?

Recommending eyeLIFE Vision

Review exam results: their eyes relative to common conditions

- Solicit concerns and patient's perception of visual acuity
- Review major aging effects

Discuss eyeLIFE as a lens option that addresses the natural effects of aging

Recommend eyeLIFE to enhance vision

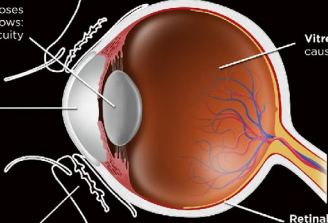
Recommend lifestyle changes to ensure healthy vision

- Diet, pharmaceuticals, high blood pressure, smoking



Do You See What We See?

Natural Aging of Your Eyes



Lens loses flexibility and yellows: loss of near vision acuity

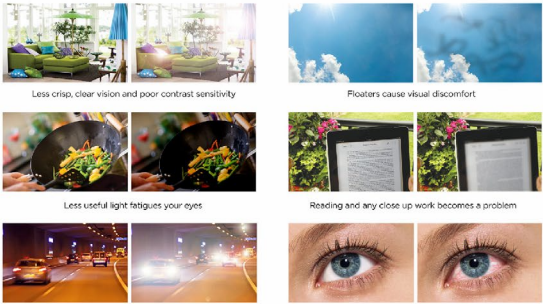
Pupil gets smaller in diameter: less light comes in

Tear duct less productive: dry eye syndrome

Vitreous humor thins: causes floaters

Retinal pigment epithelium absorbs less excess light: light scatter and glare

The impact on your vision



Less crisp, clear vision and poor contrast sensitivity

Floaters cause visual discomfort

Less useful light fatigues your eyes

Reading and any close up work becomes a problem

More glare reduces visibility, especially while driving

Dry eyes uncomfortable, especially digital viewing

eyeLIFE



Do You See What We See?

Your eyeLIFE Checklist

- Hand out brochure to patients as they check in
- Place counter card on dispensing table
- Display the eyeLIFE poster in your exam room
- Make sure doctor explains the eyes' natural aging process
- Highlight the savings* of the package pricing versus individual add-ons

(* You won't be billed for non-glare November thru January!)



Do You See What We See?

eyeLIFE

VALUE PACKAGE:

Ambiance Digital PAL Transitions® lenses
with Xtreme AR

MID TIER PACKAGE:

Varilux Comfort or Physio DRx™ Digital
PAL Transitions lenses with Crizal®Easy

PREMIUM PACKAGE:

Varilux Comfort DRx™ or Physio®
Enhanced Digital PAL Transitions lenses
with Crizal® Avance™

Do You See What We See?

It's Time to Re-Think:

- New consumer expectations
- New technology
- New Baby Boomer opportunity



Do You See What We See?

Acknowledgement:

Peggy Hynes for content



Do You See What We See?

Thank You!!!!