Contact Lens Process

Review “Your Insurance Report” at Check In. Mention and check portion of form that mentions sometimes “contact lens fees are not fully covered by vision insurance.”

Patient to complete “Solutions Questionnaire.” (Replacements are available from Alcon and it shows pictures of all the solutions to get a more accurate portrayal of the actual solutions being used.)

During History ask patient specifics about care of contacts, replacement, solutions, and functionality. (It is important to complete the checklist, even when in a hurry.)

During pre-testing, verbally state all testing related to management of habitual contact lenses:

- Over-refraction
- Fit evaluation
- Visual Acuity with and without contacts
- Topography
- Others?

(We have good scripts for all of these tests. We need to make sure we use them even when backed up.)

Completed “Solutions Questionnaire” posted so doctor can see before entering room. (Doctor should read the form before entering the room, noting the solution used and the answers to the questions at the top of the sheet.)

During Exam, doctor to review all data and make a point to make some recommendation to improve contact lens experience, in addition to other recommendations, even if it is a change to a solution that will improve comfort of the lens. Do something, Doctor!

Offer contacts as a solution to everyone who is a candidate.

In the contact lens room, the optician (1) or technician (2) reviews the lenses prescribed, the solution prescribed, replacement schedule and scheduled follow-up. Ask for questions. (This is the patient's opportunity to make sure they understand all that we have considered in prescribing their lenses.)

In the contact lens room, front side of Price Sheets for contacts reviewed with patient by the optician (1) or the technician (2). Front side shows cost for annual supply and savings. Reverse side shows details of full costs, re-order information, etc. The reverse side should only be reviewed if the patient has questions.

First response to “I only want to buy the minimum today,” is “Are you sure? It is going to cost you a good bit more that way.” If not convinced, go over the details on the reverse of the Price Sheet.

Dispense years supply from stock if in our inventory range. If outside our inventory range, ask for work address as a place we can ship contacts, to “make sure they are received.” If no work address, tell the patient we will be shipping them to the home. There is no need for a discussion about this. (This can also serve as a valuable marketing tool.)

Do not ask for a commitment to purchase contacts, just give the information.
(Keep it simple. We can of course answer questions and handle objections, but let's keep it rolling.)

Escort the patient into the optical and begin the Optical Tour as usual.
(Remember to include PLANO sunglasses in the tour.)

At Checkout, ALWAYS add one year's supply of contacts to Fee Slip. Apply insurance and discounts then inform patient of amount due. Use the standard checkout process by showing the amount the printed receipt and not verbally telling the amount. Show adjustments as returned items.
(This helps us monitor year supply sales.)

If the patient decides not to buy contacts from us today, register them for the on-line store and tell them the information is there and let them know how to get there. Point out that at our online store, shipping is also free, other places have a fee for this. It also helps us make sure they get the right thing and helps us better take care of their eyes.
(It is important that we make our option the most convenient of all the options. Enter all the information possible and send them to our site.)

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