

# 9 Best Practices to Improve Capture Rate

## 1. Structure the sights and sounds of the office experience to create these impressions on your patients:

- This office wants to understand my unique vision requirements to be able to recommend the best eyewear for me.
- I will receive individualized advice from people experienced in dispensing eyewear.
- This office offers the latest lens technologies and frame styles.
- My daily life is likely to be enhanced if I have different pairs of eyeglasses tailed for the different visual environments I regularly encounter.

## 2. Institute these office processes to create these impressions:

### Appointment Making

- Ask contact lens patients to bring their current pair of eyeglasses to their exam visit.
- Ask eyeglass wearers to bring their sunglasses and other special-use pairs of glasses to their exam visit.

### Reception

- On the medical history questionnaire, ask about patients' daily vision environment, vision problems, and product interests.
- As they arrive, ask patients if they intend to purchase a new pair of eyeglasses

today. This signals the practice's interest in dispensing eyewear and creates an upfront expectation that a purchase will be made.

- Address patients' anxiety about eyewear selection. Tell each patient: "We know that choosing the right pair of eyeglasses can be confusing because of all the options. We'll do everything to be sure we understand what's likely to work best for you."
- Briefly mention any recent arrivals of new lenses and frame styles to patients who are likely to be good candidates.
- Display materials in the reception area showing the latest spectacle lens and frame introductions.

### Pre-Testing

- Based on responses to the medical questionnaire, ask follow-up questions about their daily activities to learn additional details about their vision needs and problems.
- Make a comment about No-Glare lenses if the patients is not currently wearing them.

### Eye Exam

- Address anxiety during subjective refractive by empathizing with the difficulty and reassuring patients that they are doing fine.

- The doctor recommends the highest-performance lens, linking the recommendation to exam findings and patient needs.
- During the hand-off to the dispensary, the doctor personally conveys the lens recommendation to the optician.

### Dispensing

- Relate the benefits of spectacle lenses to the patient's daily activities or vision problems.
- Convey enthusiasm about how the patient will enjoy his or her new eyeglasses.
- Compliment patients on their lens and frame choices.

### **3. To patients without a prescription change, encourage an upgrade of their current glasses.**

- “Your prescription did not change much this year, which is always good to see, but there are some other aspects of your eyeglasses that I want to talk with you about. There have been some amazing advancements in lens technology in the past year, which can improve your vision.”
- Review the patient's daily vision tasks, examine their current glasses for missing features that can be added, and make an upgrade recommendation.
- This is also a good opportunity to recommend a second pair of glasses.

- Implement a promotion which allows patients' to donate their old glasses to a charity in exchange for a credit towards a new pair to encourage an upgrade.



### **4. Devote at least 25% of office space to the optical dispensary.**

- Maintain attractive, well-organized, well-lit, well-stocked frames and plano sunglasses displays.
- Attention to frames and sunwear merchandising will convince patients that the selection offered by the practice will satisfy their needs as well as any retailer.

### **5. At the conclusion of their exam, assumptively suggest that contact lens patients update their eyeglass prescription.**

- “With your prescription change we'll take care of updating your eyeglasses today. You may want to update your frames as well – we have some great new styles.”

## **6. To each patient who requests his or her Rx to take to another provider, ask why.**

- Politely asking why they're choosing to go elsewhere may reveal deficiencies in the practice's eyewear presentation process.
- By demonstrating an interest in helping the patient, it may also cause them to reconsider their intent to go elsewhere.
- This information can also be collected through an anonymous patient-satisfaction survey.

## **7. Feature new lenses and frames on the practice web site.**

- Enabling online ordering is likely to reduce the re-purchase cycle.
- An online store conveys that the practice is technologically up-to-date and makes it convenient for patients to shop any time.

## **8. Use co-op advertising funds provided by lens labs and frame vendors to do targeted mailings announcing new products.**

- Maintaining communication with patients between office visits is an effective way

to demonstrate the practice's interest in dispensing eyewear.

## **9. Track the eyewear capture rate.**

- Make a note each time a patient requests an Rx to take to another provider, then at the end of the month, divide the number of these walk-outs by the number of eyeglasses Rxes dispensed to estimate your walk-out ratio.
- Practices should also track eyewear Rxes dispensed per 100 exams. A realistic goal is 75 Rxes per 100 exams.
- Tracking the proportion of contact lens exam patients who purchase eyewear on exam day is helpful too. A goal of 40 to 50 percent is realistic.

