

The background image shows the interior of an optical store. On the left, a teal-colored display wall is covered with various styles of eyeglasses. Above this wall, the words "Made to Order GLASSES" are written in a stylized font. In the center, a semi-transparent white box contains the main title text. To the right, there are dark wood display counters and a desk area. In the background, a sign for "TOM FORD" is visible on a wall. The floor is made of light-colored wood-look planks, and the ceiling has recessed lighting.

Best Answers for the Most Important Questions Asked in Your Optical

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COPE ID: 52337-PM

Course Title: Best Answers for the Most Important Questions Asked in Your Optical

Format: Live

Category: Practice Management

Total CE Hours: 1

Description: There are important questions commonly asked in your optical by patients. This course gives you the best answers to these questions. You can use the information from this course to train your staff on the best ways to handle these important questions.

Expires: Course Expires: 01/16/2020

Instructor: [Mark Wright O.D.](#)

Learning objectives

The attendee will be able to discuss and handle these common questions

- 1) Can't I just have what my insurance covers?
- 2) Why are you so expensive?
- 3) Can't you just bill me
- 4) Why won't just one pair of glasses work for everything?
- 5) May I have a copy of my prescription?

- Course Title: Best Answers for the Most Important Questions Asked in Your Optical
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QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	
Can't you just bill me?	
Why won't just one pair of glasses work for everything?	
May I have a copy of my prescription?	

“I’m Rxing for you,
eyewear that is clear,
comfortable, safe, and
light adaptive”



QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	
Can't you just bill me?	
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Patients have no idea what their insurance covers

Can't I just have what my insurance covers?

- **Medical insurance versus Vision Insurance**

- **Medical insurance vision coverage**

- Some medical insurance now cover a vision exam

- **Vision insurance vision coverage**

- Eye exam every two years
 - Eye exam every two years and either glasses or CLs
 - Eye exam every year and either glasses or CLs every two years
 - Eye exam every year and either glasses or CLs
 - Everything you want whenever you want it

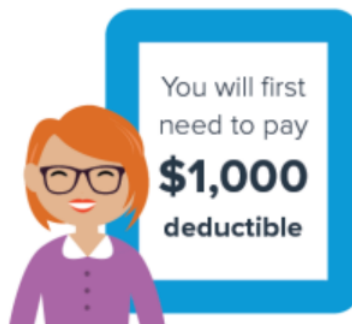


What's a deductible?

A deductible is the amount of money that you pay before the insurance company will start to help with your medical bill.

How does deductible work?

Let's assume you have health plan with a **\$1,000 deductible**, 20% coinsurance, and a \$6,000 out-of-pocket maximum.

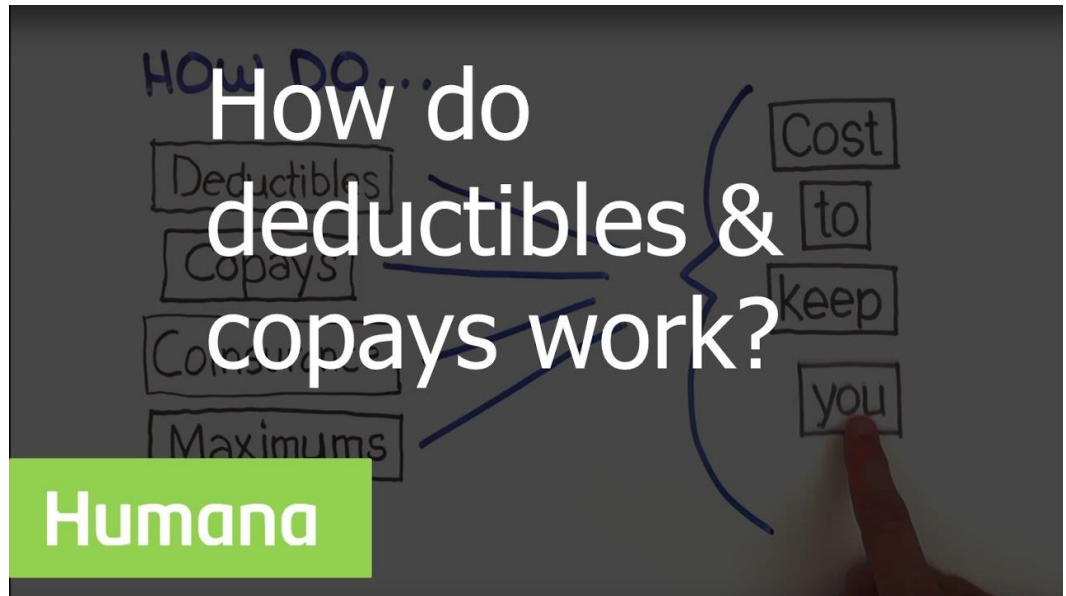


If you incur a \$50,000 medical bill, you will first need to pay your \$1,000 deductible. That would leave you with \$5,000 left before you reach your \$6,000 out-of-pocket maximum.

Patients have no idea what their insurance covers

Can't I just have what my insurance covers?

- **Deductibles and copays**
 - What is the purpose of deductibles and copays
 - \$12,500 / \$6000



Why do you participate in 3rd parties

Can't I just have what my insurance covers?

- Patient access
- Why do grocery stores put sale items in the back of the store
- What happens if people only buy what is on sale



Insurance contributes, not covers

Can't I just have what my insurance covers?

- Let's find what is **best for you** then we can see what your insurance contributes
 - What is "best for you"
- Definition of "contribute" = to give a part to a common fund



Insurance versus Benefits

Let me **help** you
maximize your
vision benefits

QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	Contributes ... Help Maximize
Why are you so expensive?	
Can't you just bill me?	
Why won't just one pair of glasses work for everything?	
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QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	
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Value versus Cost

Why are you so expensive?

- People buy what they **Value**



Talk benefits, not features

Why are you so expensive?

A Feature is . . .

What
something

IS

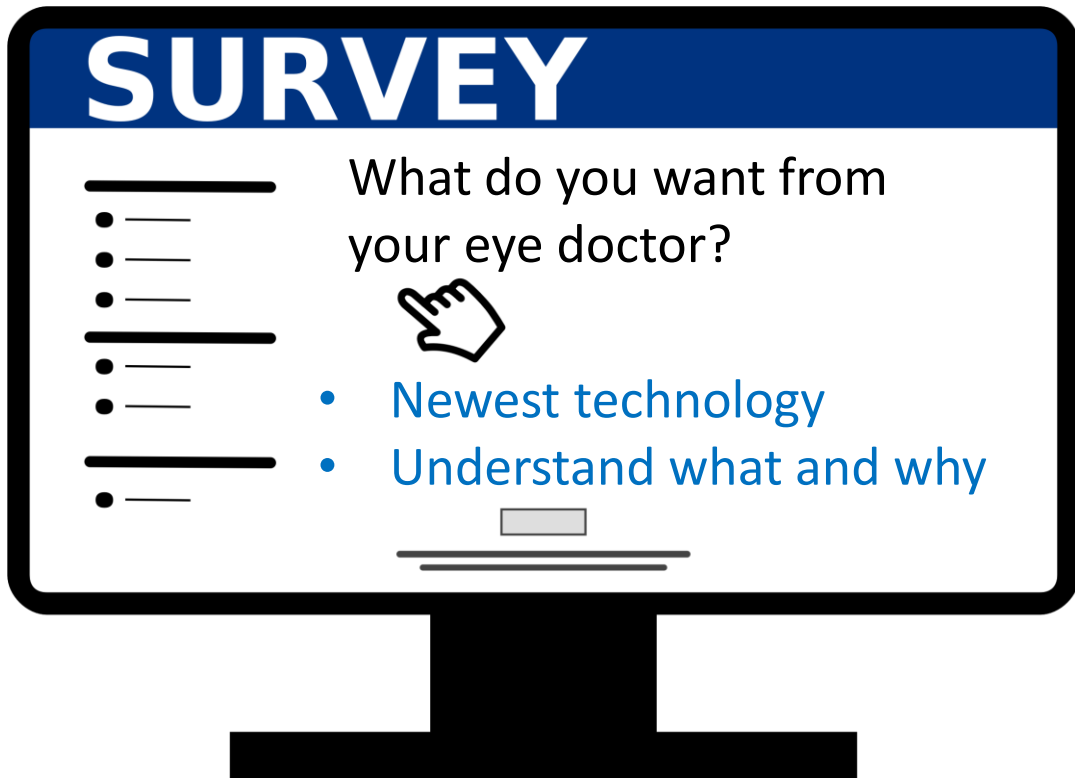
A Benefit is . . .

What
something

DOES

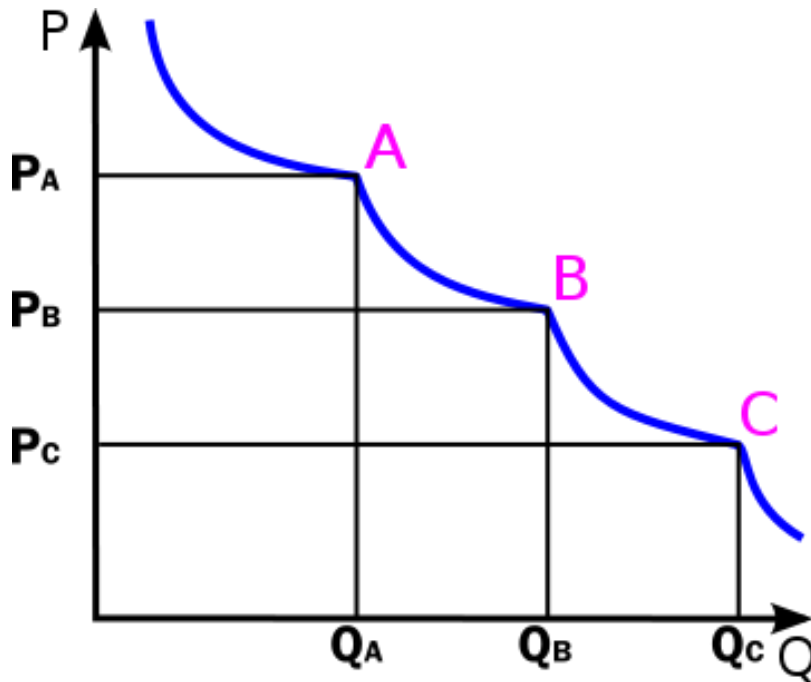
People want the newest technology

Why are you so expensive?



We have products for all price points

Why are you so expensive?



Price points A, B, and C, along a demand curve (where P is price and Q represents demand)







QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	All price points
Can't you just bill me?	
Why won't just one pair of glasses work for everything?	
May I have a copy of my prescription?	

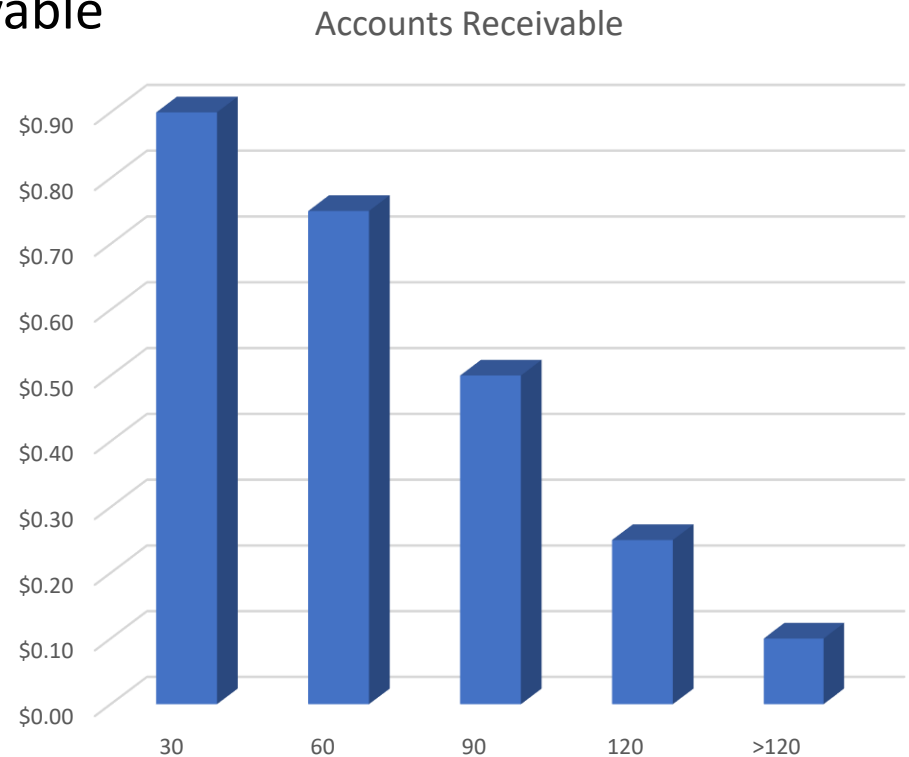
QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	
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“Oh, I wish we could do that, but ...”

Can't you just bill me?

- What happens is you say yes?
 - Increased staff time
 - Increased Accounts Receivable

Staff Time



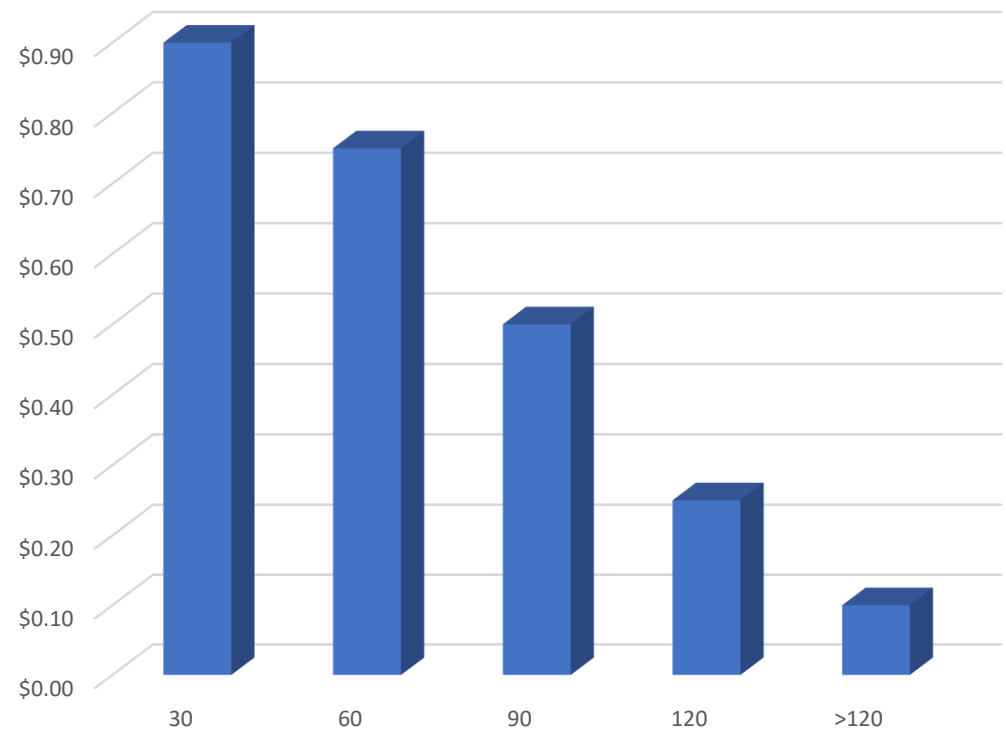
What's the problem with
 $\frac{1}{2}$ down and $\frac{1}{2}$
when you pick them up

Can't you just bill me?

Staff Time



Accounts Receivable



What back-up plans do you have in your office to handle this?

Can't you just bill me?



Cash or Check



Essilor
Financing

Need time to pay?

Take up to six months with no interest!



 **BillMeLater**[®]
a *PayPal*[™] service

QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	
Can't you just bill me?	I wish we could but ... CareCredit, PayPal, Essilor
Why won't just one pair of glasses work for everything?	
May I have a copy of my prescription?	

QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
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Why won't just one pair of glasses work for everything?	
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Why won't just one pair of glasses work for everything?

- One pair of shoes does not work for everything
 - Flip flops
 - Tennis shoes
 - Dress shoes
- Most people are spending 9+ hours of screen time / day
- And driving a car
- And sitting by the pool reading
- And playing sports

QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	
Can't you just bill me?	
Why won't just one pair of glasses work for everything?	Many different requirements
May I have a copy of my prescription?	

QUESTIONS	ANSWERS
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May I have a copy of my prescription?

- Discussion of your legal responsibilities
- Discussion of Capture Rate script
- Where patients make buying decisions
- How to influence buying decisions

Eye	Sphere	CYL	Axis	Add	Prism & Base
O.D.	-9.00	-4.00	X180	/	20/25
O.S.	-9.00	-4.25	X10	/	20/30 +2

Distance Only
Readers Only
Bifocal

Progressive
 Trifocal

prescription is not intended for use in O.D.

QUESTIONS	ANSWERS
Can't I just have what my insurance covers?	
Why are you so expensive?	
Can't you just bill me?	
Why won't just one pair of glasses work for everything?	
May I have a copy of my prescription?	Yes ... We want to be the best

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Other questions

- Are my glasses in / When will my glasses be in?
- Do you take my insurance / Why don't you take my insurance?
- What can you do help me see better? / What does that do?
- What are the differences between all these lenses?



*Thank
you*



Mark Wright, OD

Questions or consulting

markwright@optometrybusiness.com

Help transitioning your practice

optometrymatch.com





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