

VEW Sept 15 , Friday

DR Mark Wright



**Opportunities**

**Key Metrics**

**Sept 15 , 2017**

**Stephen Shawler, MBA, MAT**



# Today

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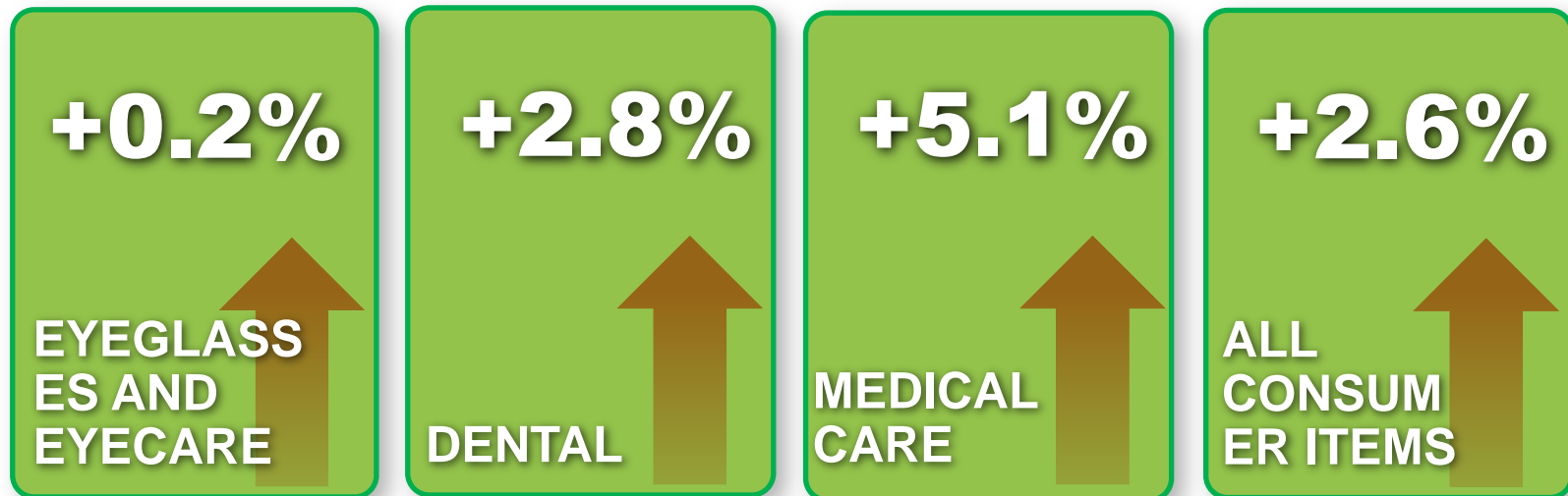
- Snap shot situation
- Opportunity
- YOUR OPTICAL
- Category growth
- Bring Value/ education

# Consumer price changes

## EYEGLOSS AND EYECARE STILL UNDERVALUED

CPI COMPONENTS % CHANGE

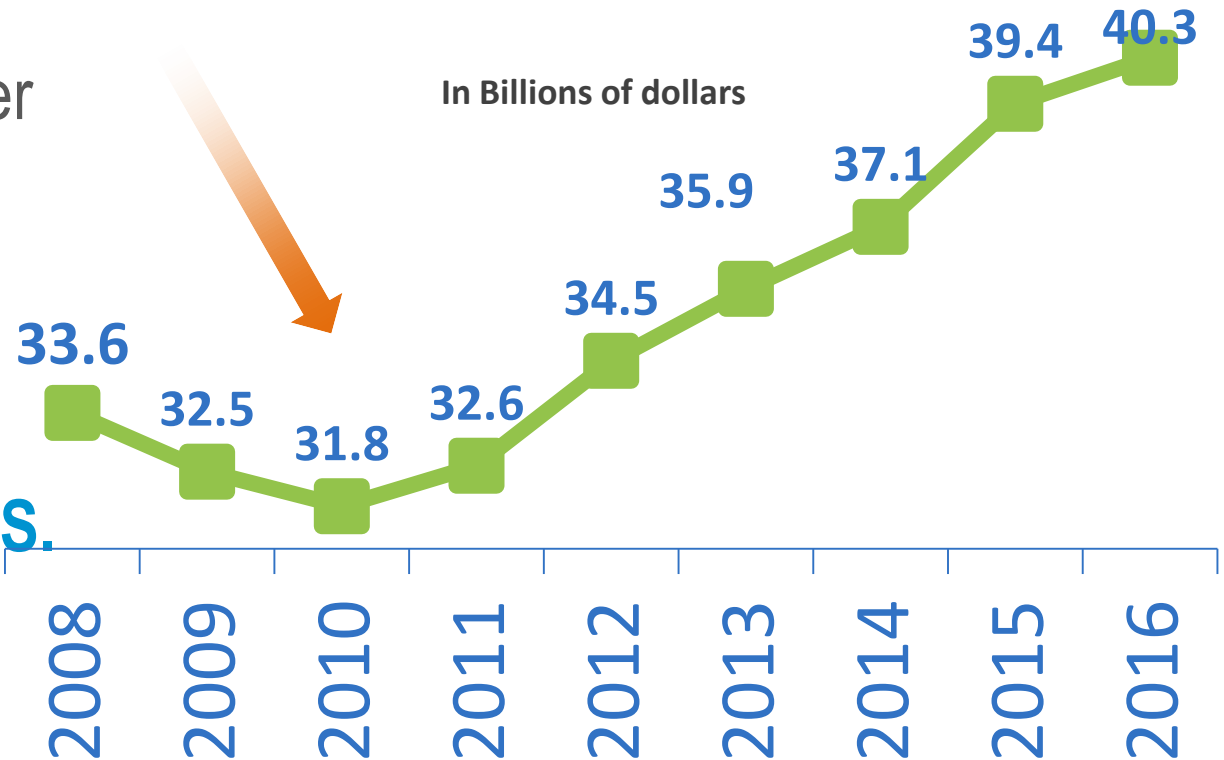
between 2015 and September 2016 - 6 Months Ended



# OPTICAL INDUSTRY REVENUE SINCE 2008

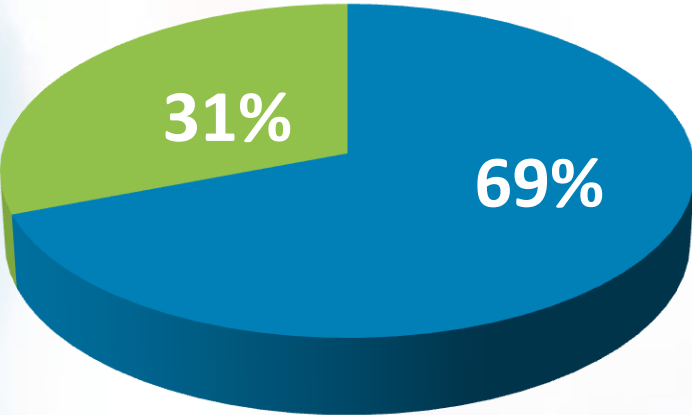
In her lifetime,  
She'll have over  
**160 DENTAL  
CHECK-UPS.**

but just  
**16 EYE EXAMS.**

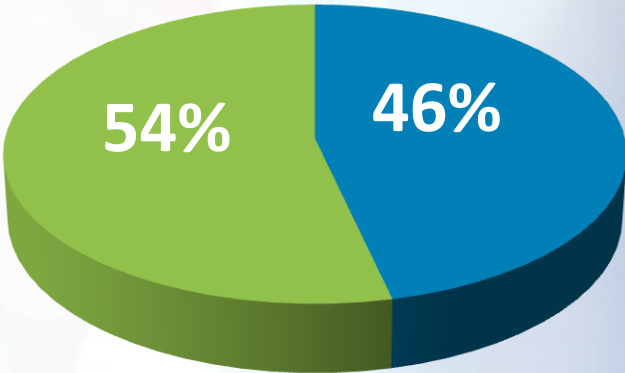


# WHERE DO PEOPLE GO?

## EYE EXAMS



## EYEGASSES



-  Retail & Other
-  Independent



Source: VisionWatch Survey from the Vision Council

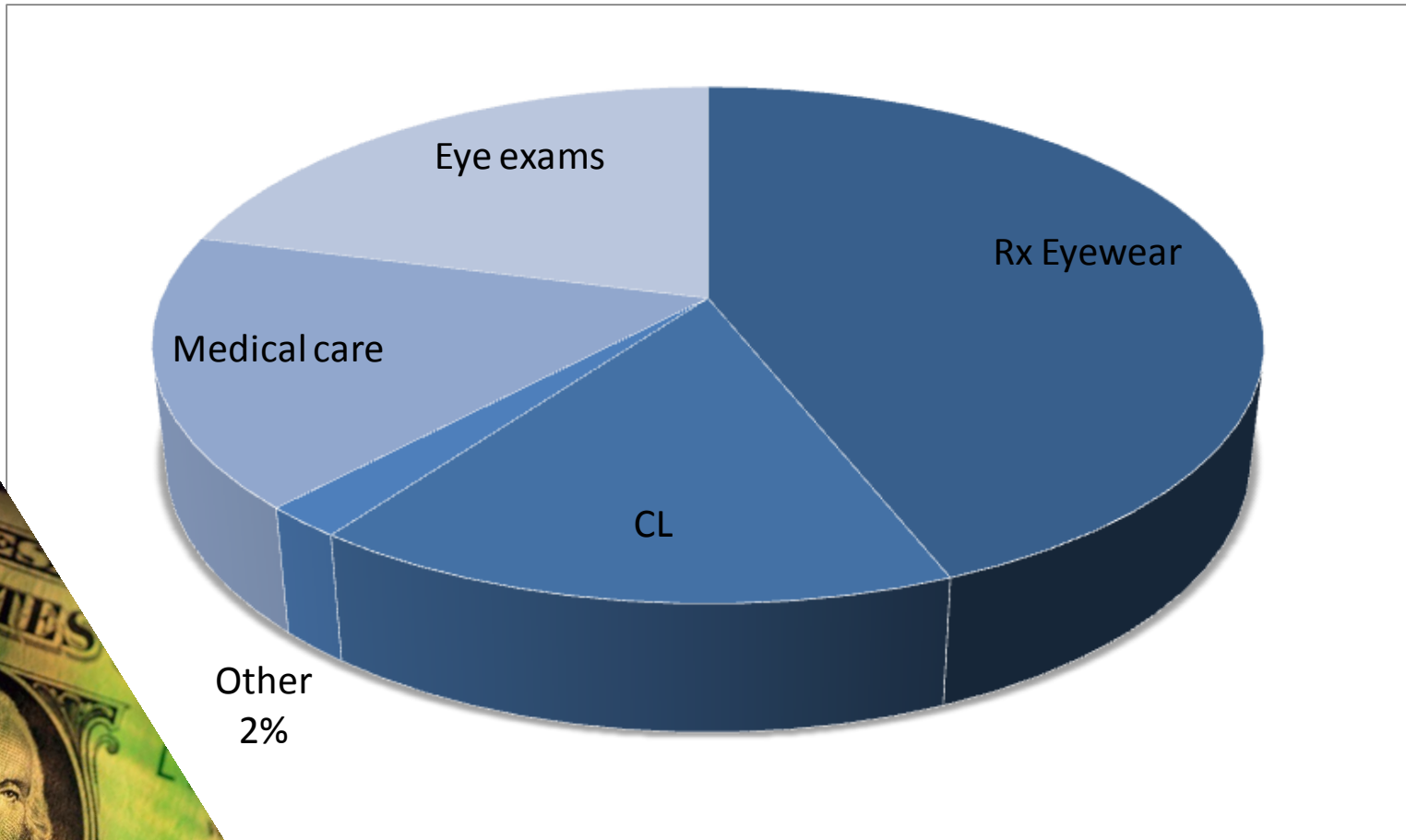
# EYE CARE INDUSTRY TRENDS

AVERAGE LENS REPURCHASE  
CYCLE

1.92 YEARS

# Sources of Revenue - How do you make \$

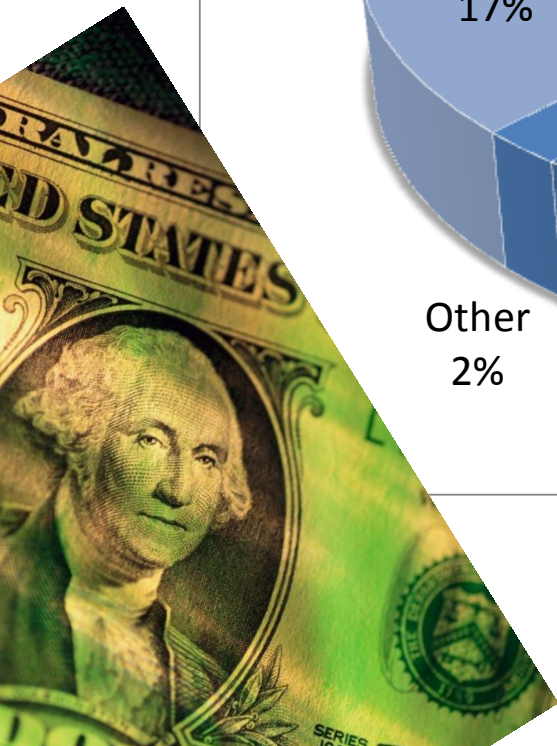
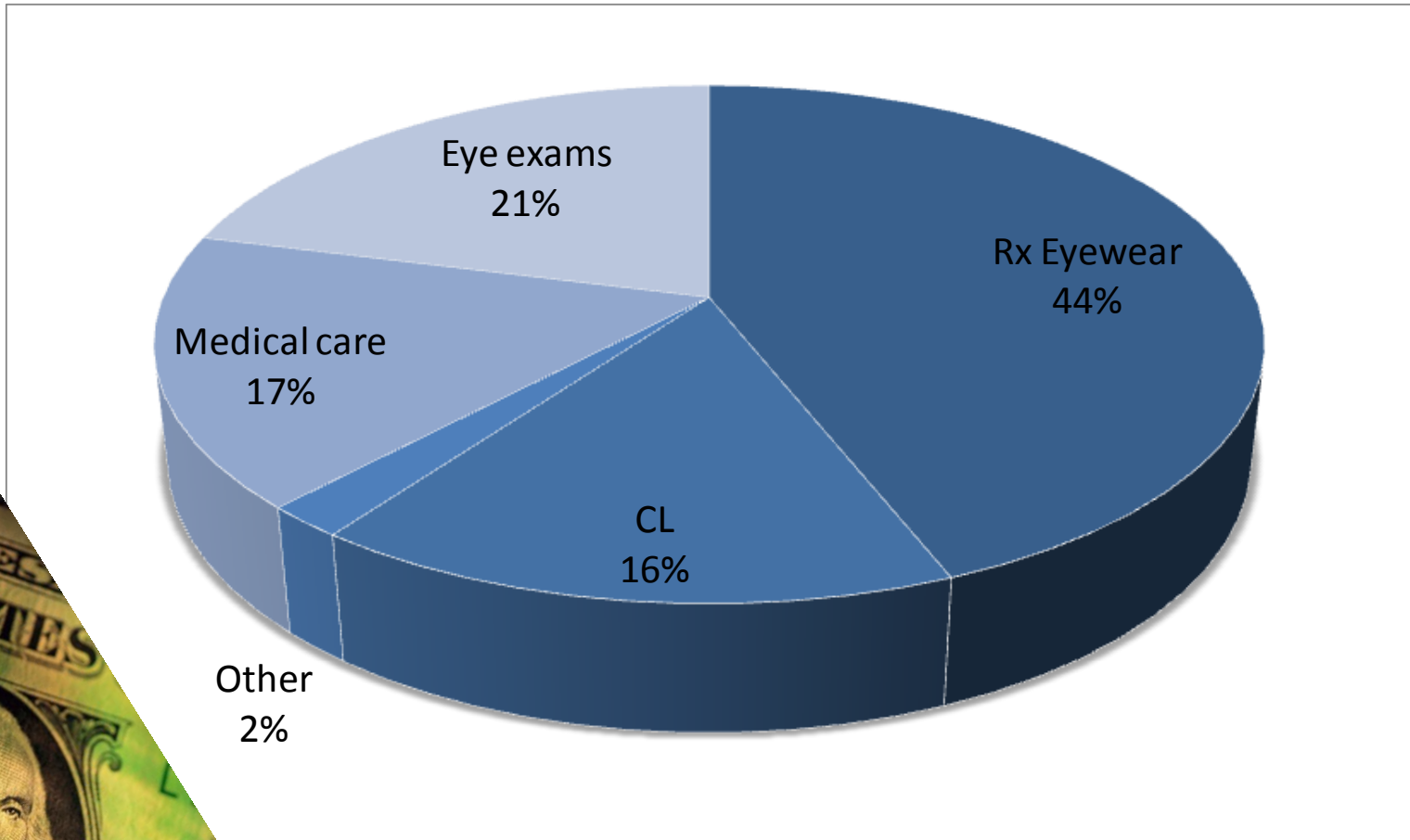
## U.S. Optometric practices



Source: MBA Practice Profile

# Sources of Revenue

## U.S. Optometric practices



Source: MBA Practice Profile

# Increasing Practice Revenue

## Increase Patient Flow

1. Marketing
2. Referrals
3. Decrease exam time
4. Add O.D.s
5. Add Techs



## Increase \$ per Patient

1. PAL/Premium PAL %
2. High-index %
3. Non-Glare %
4. Polarized Sunwear %
5. Frame/Lens Mark-up
6. Multiple Pairs
7. Photochromic %
8. Raise Exam Fees
9. Add Exam Services

## Increase Capture Rate

1. Customer Experience
  - Total time of office visit
  - Service/Staffing
  - Convenience/Hours
  - Environment
2. Merchandising
3. Pre-selling
4. Selling from chair

# Eyewear Capture Rate

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## Strategies for improving capture rate

1. Pre-sell - ask patients to bring current eyeglasses and prescription sunwear with the to exam
2. Merchandise well - structure office experience to enhance
3. Devote at least 25% of office space to optical dispensary
4. Recommend eyeglasses to all contact lens wearing patients
5. If patient asks for Rx to take with them, ask why
6. Feature new lenses and frames prominently



# INTRODUCING: THE ULTIMATE LENS PACKAGE

## Progressive Ultimate Lens Package

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VARILUX<sup>®</sup> X series<sup>®</sup>

Crizal  
SAPPHIRE<sup>®</sup> 360°UV

Transitions<sup>®</sup>  
Signature<sup>®</sup> VII

## Single Vision Ultimate Lens Package

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Eyezen<sup>™</sup> +

Crizal  
SAPPHIRE<sup>®</sup> 360°UV

Transitions<sup>®</sup>  
Signature<sup>®</sup> VII

VARILUX<sup>®</sup> X series<sup>™</sup>

XTEND<sup>™</sup>

## INNOVATION FOR PRESBYOPES

**Varilux X Series** progressive lenses extend vision within arm's reach.

*Xtend Technology* increases the area of sharp vision within arm's reach – reducing head movement for the best progressive visual experience.



Other Progressives

*Wearer has to move his head to find sharp vision in the lens.*



Varilux X Series

*Wearer is able to see multiple distances clearly without moving her head.*

VARILUX<sup>®</sup>  series<sup>™</sup>

 XTEND<sup>™</sup>

## INNOVATION FOR PRESBYOPES

Xtend Technology is the  
result of:

- 5** years of R&D
- 19** wearer studies
- 15** new patents pending




VARILUX<sup>®</sup>  series<sup>™</sup>

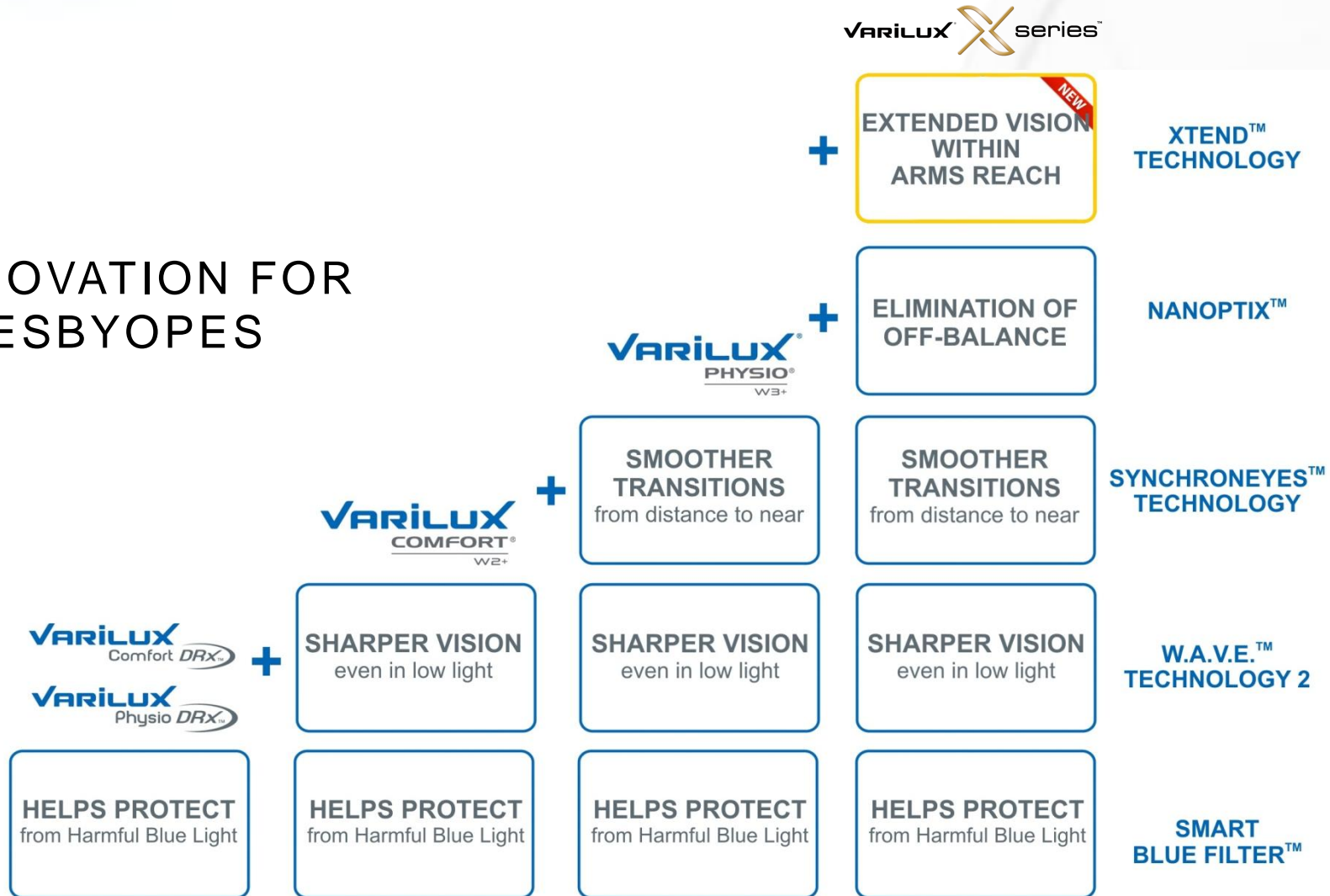
XTEND<sup>™</sup>

## INNOVATION FOR PRESBYOPES

**Varilux X Series** progressive lenses are preferred over Varilux S Series lenses, the previous gold standard in progressive lens design, by more than 7 out of 10 wearers.

- ✓ Extended vision within arm's reach 
- ✓ Sharp vision at all distances, even in low light
- ✓ Smooth transitions between near and far
- ✓ Elimination of the “off balance” feeling

# INNOVATION FOR PRESBYOPES



Better Sight.  
Better Life.



## INNOVATION FOR YOUNG WEARERS

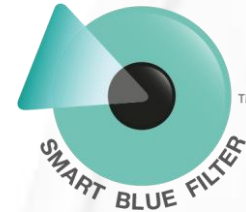
Wavefront Advanced Vision  
Enhancement Technology/Smart  
Blue Filter™ Feature  
(Eyezen™ + 0)



Better Sight.  
Better Life.



Eyezen™ +



## INNOVATION FOR YOUNG WEARERS

The **Smart Blue Filter™** feature  
reduces exposure to Harmful Blue  
Light to reduce eye strain\*



\*Smart Blue Filter lenses block at least 20% of Harmful Blue Light.  
Through in vitro experiment on swine retinal cells, Essilor and Paris Vision Institute identified the most toxic wavelengths are high energy visible light falling between 415-455nm (blue-violet light).

# Eyezen™ +

0 (age <18)

**RELIEF**  
(from digital eye strain)

*NEW*

1 (age 18-34)

**RELIEF**  
(from digital eye strain)

2 (age 35-44)

**RELIEF**  
(from digital eye strain)

3 (age 45-50)

**RELIEF**  
(from digital eye strain)

**SHARPER VISION**

*NEW*

**SHARPER VISION**

**SHARPER VISION**

**SHARPER VISION**

**HELPS PROTECT**  
from Harmful Blue Light

*NEW*

**HELPS PROTECT**  
from Harmful Blue Light

**HELPS PROTECT**  
from Harmful Blue Light

**HELPS PROTECT**  
from Harmful Blue Light

Transitions®  
Signature® VII

Chromea7™  
Technology 

The Chromea7 Technology icon is a cluster of several grey, hexagonal, crystalline structures arranged in a roughly circular pattern.

## WHY DO PATIENTS NEED (& DESIRE) TRANSITIONS® ADAPTIVE LENSES®?

**Convenience** – Even when you forget your sunwear, your adaptive lenses remember to provide comfort and protection!

**Protection** – Adaptive lenses provide seamless protection.

- Block **100%** of transmitted UVA and UVB at all times
- Block at least **20%** of Harmful Blue Light indoors
- Block over **85%** of Harmful Blue Light outdoors

**Comfort** – Adaptive lenses provide seamless comfort.

- Virtually clear indoors
- Dark outside adjusting to just the right level of tint/activation depending on light conditions

## THE ULTIMATE LENS PACKAGE

Patients experience the **benefits of a lens** – not the individual products that go into them.

The Ultimate Lens Package presents the latest innovations as a complementary package of solutions in a single lens.



# THE ULTIMATE LENS PACKAGE

## Progressive Ultimate Lens Package

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**VARILUX**  **series**

**Crizal**  
SAPPHIRE® 360°UV

**Transitions**  
Signature® VII

## Single Vision Ultimate Lens Package

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**Eyezen** +

**Crizal**  
SAPPHIRE® 360°UV

**Transitions**  
Signature® VII




# RECOMMENDING THE ULTIMATE LENS PACKAGE AS A SOLUTION

## The Ultimate Lens Package – Single Vision

BENEFIT	FEATURE
<ul style="list-style-type: none"><li>• Reduced eye strain</li><li>• Sharper vision / less blur</li><li>• Reduced exposure to Harmful Blue Light</li></ul>	
<ul style="list-style-type: none"><li>• Clear vision</li><li>• Protection from UV</li><li>• Improved lens aesthetics</li><li>• More comfortable night vision</li></ul>	
<ul style="list-style-type: none"><li>• Comfort in all lighting conditions</li><li>• Protection from UV and HBL</li><li>• Convenience</li></ul>	

# RECOMMENDING THE ULTIMATE LENS PACKAGE AS A SOLUTION

## The Ultimate Lens Package – Progressive

BENEFIT	FEATURES
<ul style="list-style-type: none"><li>• No need to “search for the right spot” (extended vision within arm’s reach)</li><li>• Sharp vision at all distances</li></ul>	
<ul style="list-style-type: none"><li>• Clear vision</li><li>• Protection from UV</li><li>• Improved lens aesthetics</li><li>• More comfortable night vision</li></ul>	
<ul style="list-style-type: none"><li>• Comfort in all lighting conditions</li><li>• Protection from UV and HBL</li><li>• Convenience</li></ul>	

# ESSILOR

SEEING THE WORLD BETTER



*Improving lives by improving sight*

# Essilor's Commitment to Eye Care Professionals

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- Optometry & Opticianry School Support

- Cash Donations

- Schools
- Student Groups
- Student Grants
- Event Sponsorships
- Specific School Initiatives

- In-kind Donations

- Equipment for Clinics
- Speaker Payments
- Varilux Optometry Student Bowl
- Reimbursement for School Attire

- Student Internships

- Business Simulations

- Association support

- SECO, AOA, American Board of Opticianry
- Event Sponsorships
- Education Sponsorships (i.e. Spectacle Lens Track at Vision Expo)
- Speaker Payments

- ECP University



Over \$3 Million  
Annually



# Support through Funding and Education

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## Professional Relations & Customer Education Team Mission

*“We engage, develop and advance optical industry professionals through meaningful partnerships and education to build influence, create brand awareness, instill loyalty, and bring value to assist in growing their business”*





## Practice & Staff Fundamentals

- 100+ online courses to help onboard new staff and improve the dispensing skills of current staff
- ABO Exam Prep Course

## Management Development Program- for Managers

- 6-month business course designed to help practice and optical managers gain confidence and business expertise

## CEO.D./MBA-for Doctors

- Practice insights, metrics and events to help ODs and owners learn proven strategies for practice success



# Your choice – resource -partner

- Growing Industry-TAYE
- Partnership Independent ECP's
- Consumer Awareness spending



- Education



- Essilor Vision Foundation



( Our Case, Our “Why”)

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