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40 OPTICAL PRISM

YEARS

December 2023 | Vol. 41 | No 12

Making Contact!

Tear-powered smart contact lenses are coming

PREVENTIVE EYE CARE

Helping patients see its value

EYE Contact

How to create a contact lens culture and reap the financial rewards in your practice

CHAMPAGNE TASTE

Flesh tones to ring in the New Year

STARTING OUT

Expert advice for new ECPs

SPORTING STYLES

Performance sunglasses

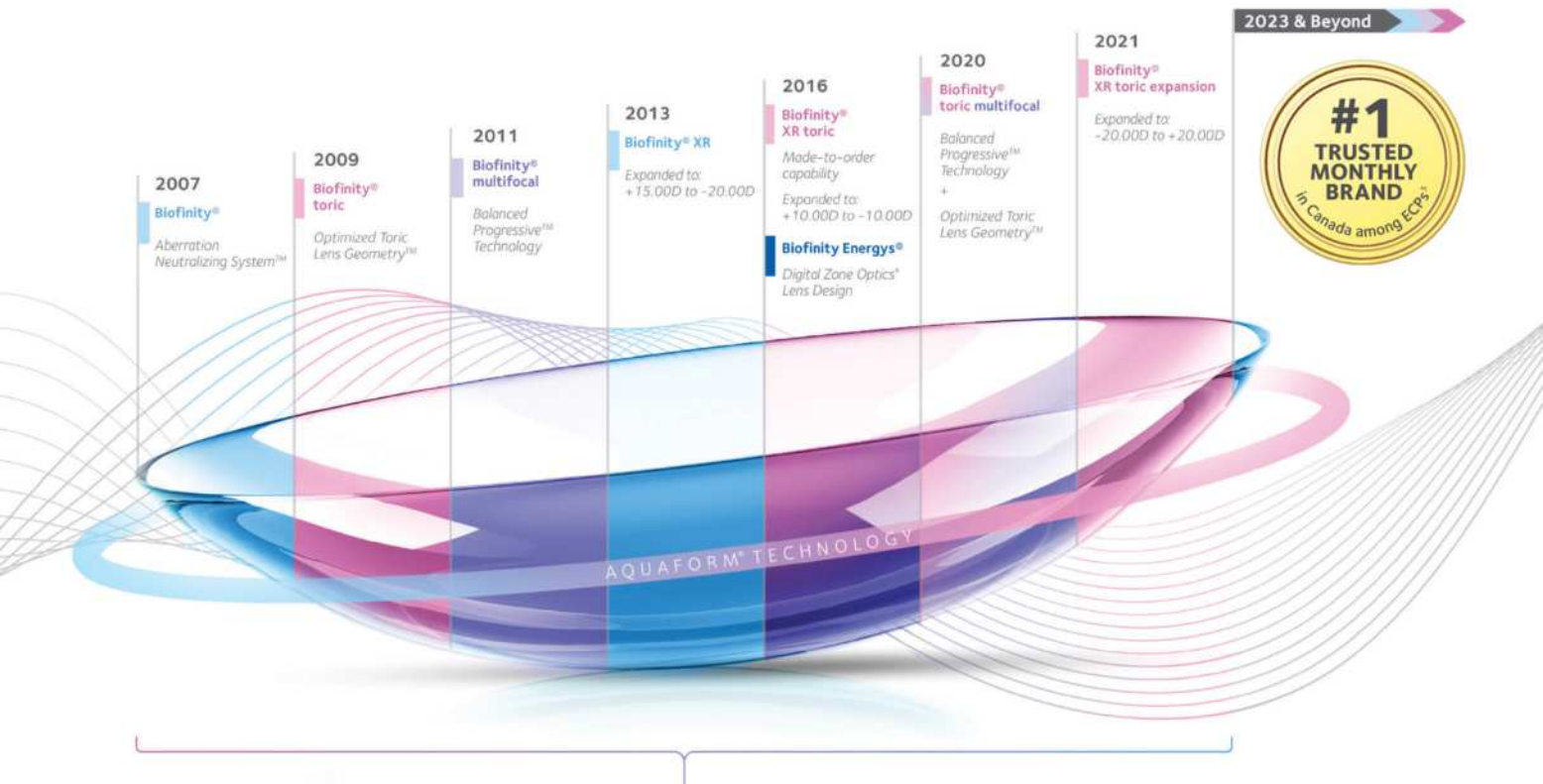
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References: 1. CVI data on file. Based on stocked and MTO product range available in the US and Europe as of June, 2021. 2. CVI data on file, 2021. Rx coverage database; 14-70 years. 3. [Biofinity®] orders includes [Biofinity® Energys, Biofinity® sphere, Biofinity® XR sphere, Biofinity® toric, Biofinity® XR toric, Biofinity® multifocal, and Biofinity® toric multifocal] product sold and distributed by CooperVision in Canada. 4. Net plastic neutrality is established by purchasing credits from Plastic Bank. A credit represents the collection and conversion of one kilogram of plastic that may reach or be destined for waterways globally. CooperVision purchases credits equal to the weight of plastic in [Biofinity®] orders in a specified time period. [Biofinity®] plastic is determined by the weight of plastic in the blister, the lens, and the secondary package, including laminates, adhesives, and auxiliary inputs (e.g. ink). 5. Biofinity is the #1 most trusted monthly soft contact lens brand among Canadian ECPs. Ref. CV data on file 2023, independent research, Canada; online survey of 150 ECPs who prescribe contact lenses. Footnote: Based on 149 respondents to the question, "Which one brand of monthly replacement soft contact lenses do you trust the most for your patients?" ©2023 CooperVision. SA10408

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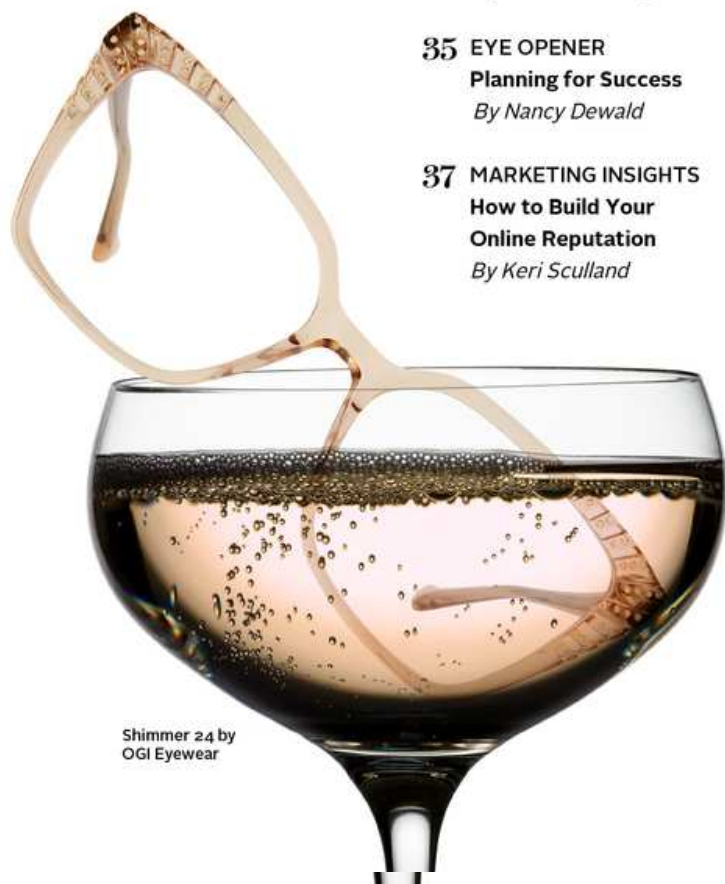
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A portrait of Dr. Ellen Sun, OD, an optometry partner at Specsavers. She is a woman with shoulder-length brown hair, smiling at the camera. She is wearing a dark blue V-neck scrub top with a circular Specsavers name tag that reads "Dr. Ellen Sun, Optometrist". She is sitting in a black office chair with her arms crossed over the backrest. In the background, there is a computer monitor on a desk and a green wall. The overall lighting is soft and professional.

Dr Ellen Sun, OD
Optometry Partner

Specsavers

EDITOR'S LETTER

40 YEARS

SERVING CANADIAN
EYE CARE PROFESSIONALS
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It's always great news when ECPs can access information and tools to help them be more successful, so the recently released guide, "The Culture Calculation: Data-backed Behaviors for Contact Lens Success" was greeted with appropriate fanfare by the eye care community.

Published by the Contact Lens Institute and The Vision Council, the in-depth guide is designed to help practices enhance their contact lens cultures, in turn increasing patient satisfaction and business outcomes.

In this issue, Assistant Editor David Goldberg presents some of the findings from this quantitative research, along with practical insights and recommendations from forward-thinking optometrists and opticians to help you reap the benefits of adopting a contact lens culture in your practice. Selling more contact lenses can be as simple as identifying which patients might be interested in contact lenses as well as glasses, and making it easy for them to purchase their lenses from you rather than online. While respondents reported seeing online retail as the greatest perceived threat to contact lens culture, the research indicates that convenience is the primary reason for online contact lens purchases (52%), well ahead of price (39%). And with online buyers reporting similar spending to in-person buyers, there's good reason for eye care practices to market themselves as a convenient alternative for contact lens patients.

By recognizing contact lenses as an important part of your practice and making it a matter of course to offer them to your patients in an easy and convenient way, you'll not only increase business outcomes, but also patient satisfaction. David's article contains the highlights, and includes a link to the full report and infographics that you may find helpful.

In other exciting contact lens news, we also bring you a story about a new "smart" contact that contains an ultra-thin glucose battery powered by tear fluid. How amazing is that?!

It's still in the development stages, but no doubt we'll start seeing smart contacts on the market in the near future.

There's no question that contact lenses can and should be an important part of your business, and we hope this issue gives you the motivation and tools to help you bolster your sales and position your practice as a one-stop shop for both glasses and contacts.

Finally, since this is our last issue of the year, we'd also like to thank all of our readers and advertisers for your support in 2023, and we look forward to bringing you more thought-provoking articles and showstopping eyewear in 2024. Happy Holidays!



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*Quantitative research conducted among a representative sample of 958 independent ECPs by CSA in February 2019 - France, UK, Germany, Italy, Spain, US, Canada, Brazil, China, India. **Front and back side UV protection up to E-SPF 50TM index.

FRESH LOOKS



Analog



Extreme



Illusion

GIGI STUDIOS ▲

GIGI's new Black & White capsule collection captures the contrast between these two shades. The limited edition includes six models in black and white acetate laminations that pay homage to Optical art and illusion.

The new optical designs are the square-shaped Extreme, the round-shaped Analog and the geometric Illusion. Each of these models is available in two combinations of the starring shades.

For more information, contact your GIGI Studios sales representative or visit: gigistudios.com



LAIBACH & YORK ►

Part of the brand's Capital collection, the Valletta frame is named after the capital city of Malta. This bold style has a thick, round shape, and is available in a variety of colours and materials.

For more information, contact your Laibach & York sales representative or visit: laibach-york.com



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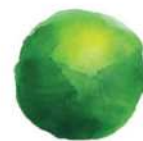
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1. CVI data on file, 2020. Prospective, double-masked, bilateral, 1-week dispensing study with MyDay® daily disposable multifocal; n=104 habitual multifocal contact lens wearers.

2. CVI data on file, 2020. Prospective, double-masked, bilateral, one-week dispensing study UK with MyDay® daily disposable multifocal; n=104 habitual multifocal contact lens wearers; CVI data on file, 2021. Prospective, subject-masked, randomized, bilateral, two-week dispensing study at 5 US sites with MyDay® daily disposable multifocal; n=58 habitual multifocal contact lens wearers.

3. CVI data on file, 2020. Kubic Online Survey with spherical soft contact lens wearers with presbyopia/symptoms. N=372 (198 1 Day, 174 FRP wearers).

US, UK, JP; weighted equally.

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FRESH LOOKS



St. Ives



Bodega Bay



Biarritz

BLACKFIN ►

The new Blackfin One frames feature creative shapes in exclusive colour combinations on titanium.

The unique colourways of the St. Ives and Biarritz models – including purple/orange, blue/emerald green, plum/neon pink, and brown/magenta – emphasize the bi-layer thicknesses near the end pieces. Meanwhile, the women's Bodega Bay style comes in solid or gradient colours ranging from yellow to deep blue, purple and emerald green, with a curved bridge in a classic shape cut from a single block of titanium.

For more information, contact your Mood Eyewear sales representative or visit: moodeyewear.com

LANVIN ►

These vibrant LANVIN Runway sunglasses fuse vintage inspiration and contemporary design. With striking silhouettes and eye-catching pops of colour, these sunnies make a vivid fashion statement. Available in three colours: Amber Tortoise, Black, and Transparent Rose.

For more information, contact your Marchon sales representative or visit: marchon.com



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FRESH LOOKS



JF1546



JF1547



JF1548

MARC JACOBS ►

Three new optical styles from Marc Jacobs (via Safilo) combine boldness and strength. MARC 709 is a feminine hexagonal model in thin acetate, with the Marc Jacobs logo hot printed on the temples. Available in classic black and coloured Havana shades.

MARC 1088 is a striking square-shaped men's frame in acetate, embellished with the new oversized J MIRROR detail prominently featured on the end piece. The colour palette includes elegant opaline tones.

The MARC 715 metal and acetate frame is enhanced by distinctive double metal trim. The colour palette includes the classic tones of black, Havana and brown horn.

For more information, contact your Safilo sales representative or visit: mysafilo.com/ca



MARC 709



MARC 1088



MARC 715



◀ J.F. REY

The brand's new line of acetate frames are creative expressions of contemporary femininity. The range features sensual shapes and radiant materials in oversized shapes, with bevelled acetate fronts, fluid curves, generous proportions and touches of bright colour. Jewelry details in coloured acetate give each frame an extra touch of glamour.

For more information, contact your J.F. Rey sales representative or visit: jfrey.fr



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*Doctors of optometry

FRESH LOOKS



Beater



Cozy



Boxy



Grail

◀ KYME

The first four models in Kyme's contemporary "Fly to Urban Jungle" collection are strong, angular shapes with contrasting coloured lenses.

Frame colours range from classic black and Havana to the more eccentric white, golden yellow, gray, and peach, while lens colours include gray and aviation green as well as daring options like orange, burgundy, and teal.

For more information, contact your Kyme sales representative or visit: kymesunglasses.com



KLIIK ▶

These two new men's styles from KLiiK offer a tailored narrow fit in retro designs with a modern twist. K-751 is a classic round in triple laminate acetate, with contrasting colours and patterns laminated along the brow, outer rim and temples. Colourways include Black Rose, Blush Grape Blue, Crystal Horn Black, and Teal Taupe.

Made from chunky Mazzuchelli acetate, K-747 has bevelling across the eye rim, a step-down bridge, and built-up acetate nose pads for a more universal fit. Available in three colourways: Slate, Crystal, and Olive Smoke.

For more information, contact your WestGroupe sales representative or visit: westgroupe.com



K-751



K-747

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*Based on *in vitro* measurements of unworn lenses.

**Based on lens movement, centration, and rotation at initial fitting.

References: 1. In a clinical trial to evaluate on-eye performance of TOTAL30® for Astigmatism lenses where n=69; Alcon data on file, 2021. 2. Based on a clinical trial where n=18; Alcon data on file, 2021. 3. Alcon data on file, 2021. 4. In a study where n=47; Alcon data on file, 2020. 5. *In vitro* analysis of lefilcon A contact lenses outermost surface softness and correlation with water content; Alcon data on file, 2021. 6. *In vitro* analysis of lens oxygen permeability, water content, and surface imaging; Alcon data on file, 2021. 7. Thekveli S, Qui Y, Kapoor Y, et al. Structure-property relationship of delefilcon A lenses. *Contact Lens Anterior Eye*. 2012;35(Suppl 1):e14. 8. Angelini TE, Nixon RM, Dunn AC, et al. Viscoelasticity and mesh-size at the surface of hydrogels characterized with microrheology. *Invest Ophthalmol Vis Sci*. 2013;54:E-abstract 500.

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FEATURE

Eyes Wide Open

The truth about contact lens adoption

BY DAVID GOLDBERG

Does your practice promote a positive contact lens culture, and are you doing enough to reap the financial benefits that high-calibre lens dispensing can do for your practice?

A new research guide from the Contact Lens Institute (CLI) and The Vision Council, titled "The Culture Calculation: Data- Backed Behaviors for Contact Lens Success," provides valuable insights and advice to help ECPs retain more patients, attract new clients and maximize revenue.

When asked what creates a successful contact lens culture, the majority of ECPs highlighted the need for continuous education for staff and patients; enthusiasm and mentorship from practice leaders; robust manufacturer support; and adequate stock.

But how can you easily implement these attributes into your practice? *Optical Prism* spoke with experts at the CLI and The Vision Council, along with ECPs across Canada, to further understand the implications

“

The modern contact lens patient requires practitioners to really look at them as a whole, not just a set of eyes, and that includes identifying lifestyle and quality of life advantages for patients that can be achieved with contact lenses.

- DR. SHEILA MORRISON

of the report and get tips for fostering the optimal contact lens environment.

(Full disclosure: The CLI is backed by some of the contact industry's largest lens makers, with members including Alcon, Bausch + Lomb, CooperVision, and Johnson & Johnson Vision.)

MISSED OPPORTUNITIES

Contact lenses may not be for everyone, but it seems that some ECPs are missing out on opportunities to grow their business simply because they're not talking about contacts with every potential patient.

According to the report, an impressive 94% of eye care professionals believe that their practice fosters a positive contact lens culture, but a closer look reveals a disconnect between belief and action. While 84% claimed to actively encourage their doctors and staff to recommend contact lenses, and the same number said their practice recommends contact lenses to patients, only 49% discussed contact lens options consistently with most of their eligible patients who don't currently wear contacts.

Dr. Sheila Morrison, optometrist at Mission Eye Care in Calgary, says ECPs should consider contact lenses as a valuable tool for almost every patient. "The modern contact lens patient requires practitioners to really look at them

SPECIALTY CONTACTS

Contact lenses have evolved from merely correcting vision to treating a variety of eye conditions and even offering tailored solutions. Here's a look at some unique types of contacts designed to treat or aid specific conditions, ultimately widening the net of potential patients you can help.

CONCUSSION OR TBI LENSES

People who suffer from concussions or traumatic brain injury (TBI) often experience vision problems like double vision, sensitivity to light and issues with focusing. Specialty contact lenses can help mitigate these symptoms. These are often tinted lenses to reduce sensitivity to light. Some might be designed with prismatic correction to help with double vision or alignment issues.

MYOPIA CONTROL LENSES

Myopia, or nearsightedness, has seen a global rise. While regular contact lenses correct myopia, these specialty lenses aim to slow its progression in children and teenagers.

There are several designs, including orthokeratology lenses that are worn overnight to reshape the cornea; multifocal lenses that have different powers in different lens zones; and soft lenses designed with specific peripheral focus to reduce myopia progression.

TRANSITIONS CONTACT LENSES

Just like photochromic eyeglasses that adjust their tint based on the light level, light-adaptive contact lenses are clear indoors and at night. When exposed to UV light, they darken, reducing bright-light glare and providing comfort in sunlight. They return to clear when the UV exposure is reduced.



FEATURE

as a whole, not just a set of eyes, and that includes identifying lifestyle and quality of life advantages for patients that can be achieved with contact lenses,” she says.

“Something surprising to me was that more than two-thirds of vision-corrected patients could not recall contact lenses being raised during their previous couple of visits, despite the fact that 44% of glasses-only wearers express interest in contact lenses,” says Morrison. “But that is such a huge practice builder at our office; a revenue generator. And it goes both ways in our office – all contact lens wearers need a pair of spectacles, and most glasses wearers could benefit from the option of a contact lens for some tasks in their daily lives.”

To grow your contact lens business quickly, Alysse Henkel, senior director of market research and analysis at The Vision Council, stresses the importance of tracking the business impact of contact lens sales. She expressed surprise at how few ECPs collect and analyze data.



Lean into this idea of convenience by offering trial lenses at the exam and having their order shipped directly to the patient’s home rather than asking them to come back into the office.

- ALYSSE HENKEL

“Without tracking this kind of information, practice owners may not be fully understanding the value that contact lens patients bring,” she says.

For example, with the knowledge from a CLI study that 24% of adults wear both contacts and glasses, an ECP could use their own data to identify which patients to target as dual wearers.

“These patients could provide additional value to the practice through multiple types of eyewear purchases and contact lens fittings,” notes Henkel.

VISIONARY LEARNING

Recognizing this untapped potential in the glasses-only demographic, the emphasis then shifts to the ways in which eye care practices can nurture this budding interest. According to the pros, it’s all about educating patients and staff.

“Our team is constantly trained on new contact lens innovation, the importance of contact lens fits and follow-ups, and how to answer all questions related to the fitting, insertion and removal, lens care and order fulfillment,” says Dr. Shalu Pal, optometrist and founder of the Canadian Contact Lens Academy.

“To ensure our patients know that we support them and their contact lens lifestyle, we make sure to tell them of all the things that we will do for them in between annual visits. This includes replacing torn contacts, replacing boxes if their prescription changes, changing products if we need to, topping up products until their next visit, seeing them right away with any concern they may have, and answering all of their questions promptly.”

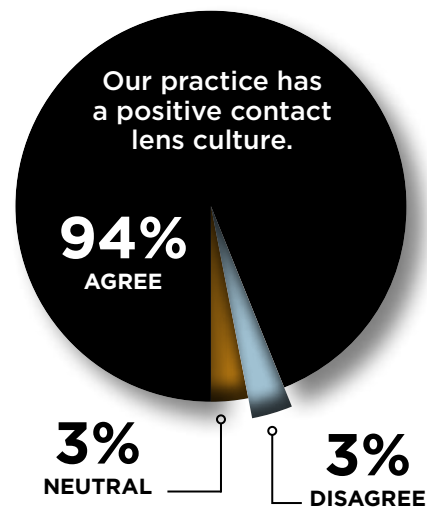
Building on that notion of patient support, research indicates that informed patients follow their contact lens hygiene regimen better, reducing complications and helping spot early signs of issues for timely interventions.

Furthermore, ECPs who prioritize education, as the CLI report suggests, often see increased patient loyalty and more referrals, turning word-of-mouth into a potent tool for growth. Understanding patients’ individual lifestyles and preferences can enable ECPs to offer tailored lens solutions, boosting patient satisfaction.

OUTSHINING ONLINE GIANTS

Civil war is raging throughout the eyewear industry. Online retailers are

Eye Care practices overwhelmingly believe in contact lenses...



siphoning business from traditional brick-and-mortar stores across Canada. But ECPs like Dr. Andrea Lasby – another optometrist at Mission Eye Care in Alberta – says you must acknowledge your competition rather than ignore it.

“We compare our prices openly with what customers can find online,” says Lasby. “In nearly all cases, we are lower than what patients can access online – but they don’t know that until we show them. There are all sorts of hidden fees online, such as shipping, that can add on to the price.”

Adds The Vision Council’s Henkel: “Emphasizing discounts and rebates available to the patients will appeal to both in-person and online shoppers.”

Amid the concerns that online retailers undercut the independents, the CLI study shows that online lens buyers prioritize convenience (52%) over price (39%) – challenging the common belief that online decisions are purely price-driven.

“We utilize our website platform to allow patients to easily reorder online, and it also serves to remind them ahead of time when they will be low on their contact lenses so they don’t make any last minute emergency orders elsewhere,” says Lasby.

Henkel adds, “Lean into this idea of convenience by offering trial lenses at

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1. Results from a 20-site, 3-week study of Bausch + Lomb (khalilcon A) Daily Disposable Multifocal contact lenses on 294 habitual multifocal soft contact lens wearers. 2. Product Performance Evaluation of a Novel Silicone Hydrogel Contact Lens: khalilcon A Daily Disposable Contact Lenses - Summary of khalilcon A Patient Comfort and Vision Outcomes for Patients Who Wore Lenses for 16 or More Hours Per Day, Bausch & Lomb Incorporated, Rochester, NY, 2021. 3. khalilcon A Multifocal and khalilcon A Single Vision Mechanical Design Comparison. 4. Rah M. Ocular surface homeostasis and contact lens design, February 2021.

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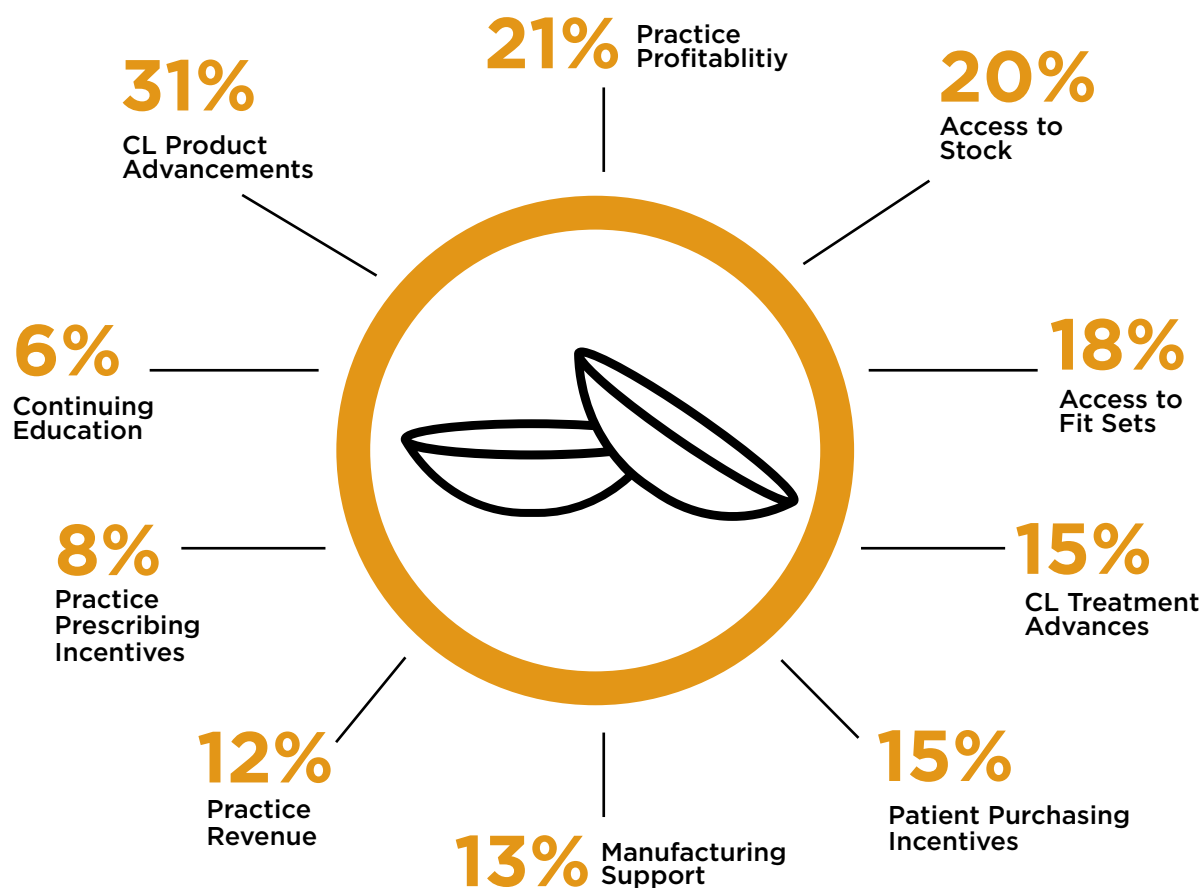
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Preparing for a Dynamic Contact Lens Future

Practices that want to keep pace with a vigorous contact lens marketplace should keep their teams well-informed about forthcoming innovations and practice management opportunities, according to their peers.

Greatest Predicted Impact: 2023-2026



Among factors ranked as most important in a respondent's practice; multiple selections allowed. n=173

the exam, and have their order shipped directly to the patient's home rather than asking them to come back into the office."

Data suggests that many patients still prefer an in-person visit to their ECP, and they will reward excellent customer service with repeat business. In a separate study by The Vision Council (outside the CLI report), 81% of people who had an eye exam in the prior three months – and who also purchased

contact lenses in the same time period – did so from their exam provider.

Eye care is changing, and the keys to competing in today's competitive business landscape include educating patients and offering tailored, convenient services. The data from CLI and The Vision Council highlights the

importance of a strong contact lens culture that meets patient needs.

Even as online shopping grows, personal and informed care from ECPs will be vital for success. For lasting growth and patient loyalty, focus on informed choices, competitive prices and great service. **OP**

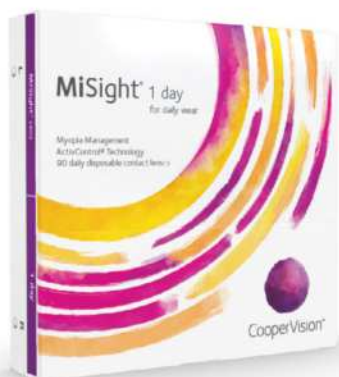
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MiSight® 1 day: the only dual purpose contact lens to both **correct vision and control myopia.**^{§1}

Through early intervention, **you have the power** to protect their vision from worsening with the **first and only*** FDA approved† product proven to slow the progression of myopia in children, aged 8-12 at the initiation of treatment.^{§1} MiSight®, for the love of sight.



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for daily wear

*Only FDA approved soft contact lens designed for myopia control.

†**U.S. Indications for Use:** MiSight® 1 day (omafilcon A) soft (hydrophilic) contact lenses for daily wear are indicated for the correction of myopic ametropia and for slowing the progression of myopia in children with non-diseased eyes, who at the initiation of treatment are 8-12 years of age and have a refraction of -0.75 to 4.00 diopters (spherical equivalent) with ≤ 0.75 diopters of astigmatism. The lens is to be discarded after each removal. **Canadian Indications for Use:** MiSight (omafilcon A) Soft Contact Lenses for Myopia Control may reduce the rate of myopia progression in children (6-18) and correct ametropia. Reduction of myopia progression was observed in children with wearing time of 12 hours (8-16 hours) per day, 6.4 days (5-7) per week in a clinical study. Permanent myopia control after lens treatment is discontinued is not supported by clinical studies. MiSight (omafilcon A) Soft Contact Lenses for Myopia Control are indicated for single use daily disposable wear. When prescribed for daily disposable wear, the lens is to be discarded after each removal.

‡Compared to a single vision 1 day lens over a 3-year period.

1. Chamberlain P et al. A 3-year Randomized Clinical Trial of MiSight® Lenses for Myopia Control. Optom Vis Sci. 2019;96(8):556-567

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Champagne TASTE

Get ready to ring in the New Year with champagne, a glamorous twist on nude. Softer than black, subtler than white and more elegant than pink, these flesh-toned, Cristal-inspired frames are chic enough for any occasion and flattering to every skin tone.

BY SUZANNE LACORTE



1.

1. Shimmer 24 by OGI Eyewear. 2. Mita Eyewear Mio1033 by Eredità. 3. DIFF BELLA XS by Eredità. 4. OTP170 by WestGroupe. 5. Fidenza by OGI Eyewear. 6. MARC 707 by Safilo. 7. Ted Baker TW017 by Tura. 8. Longchamp LO748SLBJ by Marchon.

2.



3.



4.



5.



6.



7.



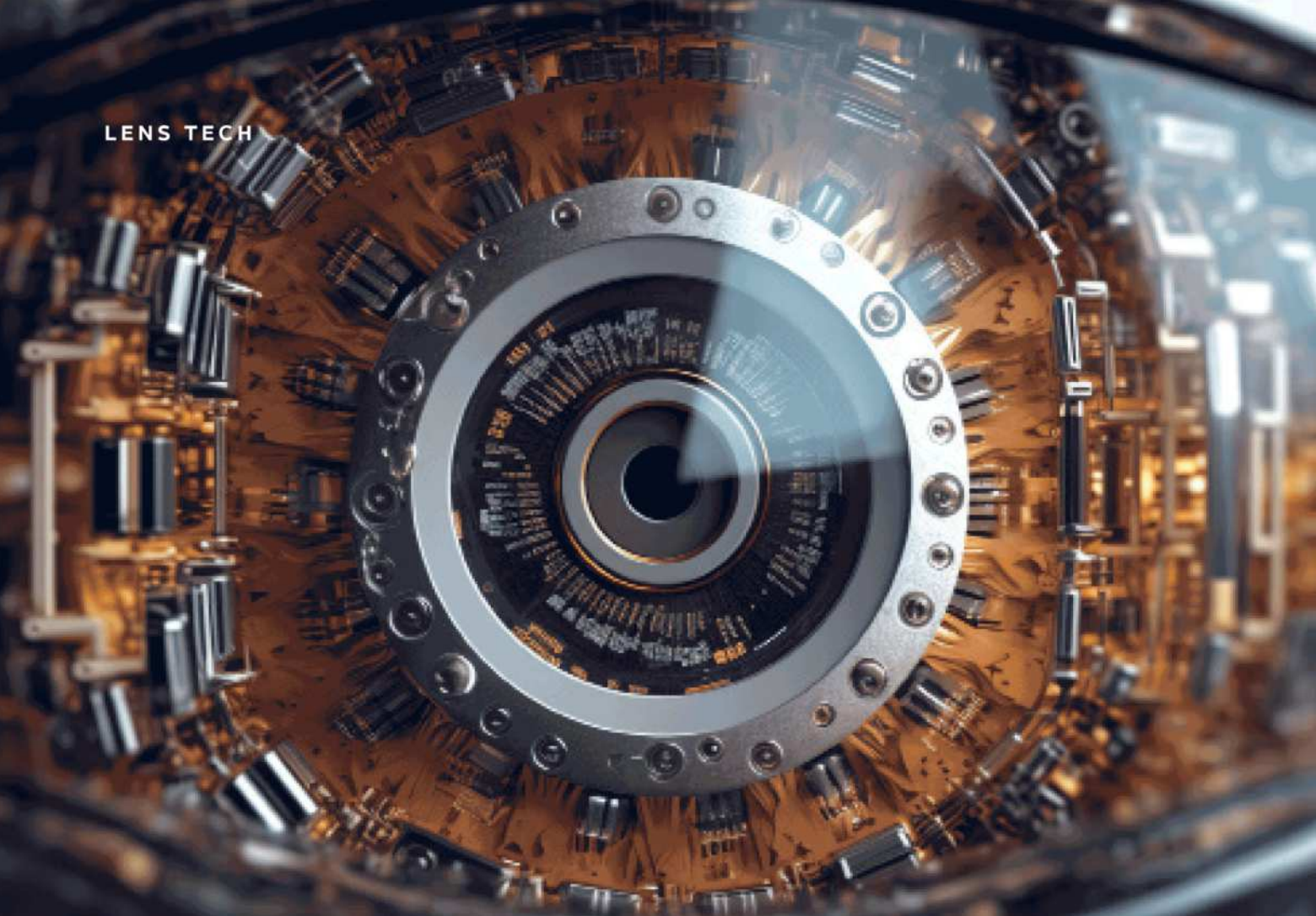
8.



Style TIP

For an elevated alternative to the classic ubiquity of all black this season, these versatile beauties shine when accessorized with holiday metallics in emerald green, copper or sapphire.

- WENDY BUCHANAN
Eyewear Image Expert



LENS TECH

EYE POWER!

Breakthrough tear-charged glucose battery can now power a smart contact lens

BY DAVID GOLDBERG

In the not-so-distant future when smart contact lenses are commonplace, you'll soak them in a solution that not only cleans the lenses but charges them too. Earlier this year, scientists in Singapore unveiled an innovative ultra-thin battery that's charged by tear fluid, potentially revolutionizing the way these high-tech lenses are powered.

In recent years, smart contact lenses have emerged as a versatile technology that serves many functions, from monitoring glaucoma to delivering medications and even projecting augmented-reality imagery. However, one persistent challenge has been finding a safe and discreet method to power these devices without compromising user safety and comfort.

Enter Associate Professor Lee Seok Woo and his team of researchers at Nanyang Technological University (NTU), who may have finally cracked the code. Their solution: a remarkably thin, lens-integrated battery that utilizes water and a specialized enzyme called glucose oxidase. When immersed in the basal tear fluid that naturally coats the eye, this 0.5 millimetre-thin battery undergoes a chemical reaction with sodium and chloride ions in the fluid, generating an electrical charge within the water of the battery.

“

Personally, I find the most thrilling aspect to be the limitless potential for smart contact lens development. For instance, beyond traditional wired and wireless transmission methods, this technology introduces an innovative approach to battery charging.

In laboratory tests conducted on a simulated human eye, the tear-fluid-charged battery produced a level of power that scientists say would be sufficient to support wireless data transmission from a smart contact lens for at least 12 hours. While the current iteration of the battery offers up to 200 charging cycles, it falls just short of the average lifespan of similar lithium-ion batteries, which typically last for 300 to 500 cycles.

To ensure optimal performance, the researchers recommend overnight storage in a saline solution for at least eight hours, allowing the battery to start each day fully charged. But as exciting as these developments are, it will still be several years before this tech hits the market.

Chau-Minh Phan, research assistant professor at the Centre for Ocular Research and Education at the University of Waterloo's School of Optometry & Vision Science, calls the battery's design "quite clever," but adds there are some issues that need consideration.

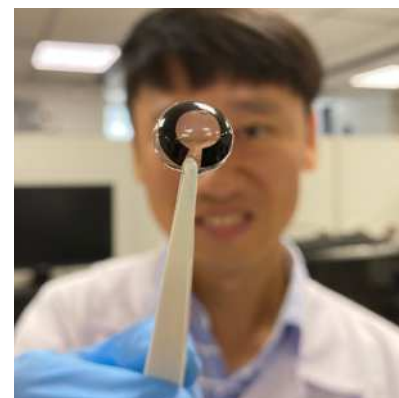
"It is important to consider other critical factors, such as charge capacity, charging time and power output, in comparison to more traditional approaches," he says. "The requirement for an enzyme in this process may also be incompatible with the industry's standard sterilization method, which involves heat. Furthermore, glucose is not typically added to a cleaning solution as it may increase the risk of potential microbial contamination."

WHAT'S NEXT?

Expressing his enthusiasm for smart contact lens development, NTU's Woo says, "Personally, I find the most thrilling aspect to be the limitless potential for smart contact lens development. For instance, beyond traditional wired and wireless transmission methods, this technology introduces an innovative approach to battery charging. This not only minimizes the necessity for coils but also conserves space and simplifies circuitry. Reflecting on the past, when we marveled at science fiction movies, the idea of these innovations becoming reality seemed far-fetched. However, now they are within grasp, promising to enhance our lives with greater convenience and higher quality."

As for the role of eye care professionals in the future of smart contact lenses, Woo hinted at the possibility of automated adjustments based on individual eye prescriptions.

"Perhaps a comparable optical device-based technology could be employed for automatic refraction and dynamic



Associate Professor Lee Seok Woo, from NTU's School of Electrical and Electronic Engineering, holds the flexible battery that is as thin as a human cornea.

adjustments based on individual eye prescriptions in the future," he says.

Optical Prism reached out to several contact lens manufacturers who declined to comment on Woo's lens, arguably foreshadowing a looming showdown over smart contact lens technology and the batteries that power it.

Nik Badminton, chief futurist at the Futurist Think Tank, predicts: "Smart contact lenses will find their natural place where the user needs critical information with little room for bulky head-worn displays." He delivered a keynote address at a gathering of the Alberta Association of Optometrists last year.

"Imagine a surgeon receiving useful information at a critical point in a procedure, an industrial diver performing maintenance on under-sea infrastructure, or an athlete optimizing their performance. Wider adoption and use cases will be limited; however, this really will be an upgrade to those wanting to augment their base human capabilities. Time will tell."

The development of tear-fluid-charged batteries for smart contact lenses marks a significant step toward a safer, more convenient and efficient future for wearable eye technology, with the potential to improve the lives of millions around the world.

Optical Prism will continue to monitor developments in this area. Watch future issues and opticalprism.ca for updates. **OP**

VISIBILITY

Breakfast with Tiffany...

Plus Prada, Burberry, Versace & more

LensCrafters has opened its first flagship store in the heart of Toronto's high-end fashion destination on Bloor Street.

From quality eye exams to shopping for the perfect frame, the new location offers the latest advanced digital technology and an expanded selection of designer eyewear styles and brands that include Burberry, Dolce & Gabbana, Persol, Versace and Prada.

Customers will be able to digitally explore the wide variety of EssilorLuxottica collections and brands, customize Ray-Ban and Oakley frames, and virtually try on any frame thanks to the Virtual Mirror technology through LensCrafters' Smart Shopper interactive in store tool.

The flagship store will also provide a focus on the storytelling of prescription lenses through interactive applications installed on iPads and touch screens, leveraging the see-through technology to simulate lens features and effects for better vision.



The new flagship will be equipped with high-resolution digital screens and LED walls displaying eyewear and campaigns to create an immersive experience.



OSI National Summit 2023

A milestone gathering redefining the future of independent optometry

The 2023 OSI National Summit, held in Toronto Nov. 17 to 19, brought together a mix of professionals, including optometrists, opticians, optometric assistants, managers and staff.

"The three-day event provided a dynamic platform for knowledge sharing, professional development and networking, fostering a strong sense of collaboration among members," said Patrice Lacoste, CEO of OSI Group. "Engaging sessions from industry experts and interactive training workshops stood as the Summit's educational cornerstones, touching on subjects vital to the evolving landscape of optometry."

The Summit addressed some of the biggest challenges faced in optometry today, he added. "Interactive sessions led by renowned industry experts engaged attendees with topics such as cyber security, patient communication, inventory management and retail strategies – themes that opened doors to deep discussions and powerful idea sharing." **OP**

Key speakers included Andrew Kirsch, Mark Hinton, Nancy Dewald, Dr. Harbir Sian and Mike Lipkin.





Sporting Style

From slope to sand and tee to trail, these sports performance sunglasses take adventure up a notch with coverage, style and high-tech lens options.

BY SUZANNE LACORTE

1. Boomtown by Smith. **2.** Propulse by Rudy Project. **3.** Nike Windtrack by Marchon. **4.** Actuator by Oakley.
5. Under Armor Scorchers by Safilo. **6.** Nike Flyfree by Marchon. **7.** Palometa by Bajio. **8.** Carrera FLAGLAB15 by Safilo.

**The
eyewear
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FEBRUARY 3-5, 2024
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Starting Out

Advice for new opticians

BY JENNIFER BISHOP

Congratulations! Holding that cherished optician's license is a testament to your unwavering dedication and hard work.

But guess what? Your journey is just beginning! For some, earning this license and advancing their existing careers happened through distance learning, while for others, it's time to embark on the exciting job hunt.

As you embark on your professional journey, it's important to remember that the optical community is not only vast, but also incredibly supportive and interconnected. This network of fellow opticians, optometrists, ophthalmologists and other eye care professionals is a valuable resource. Get ready to be amazed by the vast array of opportunities that your education has unlocked for you!

Each business model in this field has its unique charm, but always keep in mind that, as opticians, we are all equals. Your choice of workplace doesn't define your worth; it's about the difference you make in people's lives. Dedication and passion will define your successes and professional satisfaction. Whether you work in a retail chain, a big box store or an optometry clinic, your mission remains the same – assisting and guiding the public to find the best products for their visual needs.

Take the time to explore various roles and business models to determine the path that resonates with your aspira-



As you embark on your professional journey, it's important to remember that the optical community is not only vast, but also incredibly supportive and interconnected.

tions, whether that involves specialty training, management, or even owning your own practice.

Life is full of twists and turns, and being a licensed optician opens doors to a multitude of opportunities beyond simply dispensing eyewear. Other roles to consider include becoming a sales representative for frames, lenses, contact lenses or companies specializing in dry eye treatments. You could also explore buying groups, optical accessories, and so much more. The optical industry is vast, offering you room to spread your wings.

Despite its size, the optical industry has a strong sense of community. I urge you to delve deeper into it by volunteering

on local school boards or professional colleges, participating in in-person or online events, and engaging in community vision awareness activities. Not only will you find these incredibly rewarding, but they're also fantastic ways to expand your network. This field is always evolving, and the friendships and connections you'll build along the way are simply incredible.

As you embark on this exciting journey, I wish you all long and thriving careers. Best of luck as you make important choices, and always remember: sometimes, all it takes is a leap of faith to reach the stars! **OP**

Jennifer Bishop is past president of the Opticians Association of Canada (OAC). The OAC's mission is to promote licensed opticians and the profession, maintain professional standards, and educate and inform consumers about eye health. For more information, visit opticians.ca.

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The optical business is complex... my role is to simplify it and help you generate more revenue.



NANCY DEWALD,
Your Strategic Partner

Here is what I can I do for you:

- ✓ Identify Revenue Growth Opportunities
- ✓ Increase Patient Loyalty
- ✓ Drive Returning Business and Future Patient Traffic
- ✓ Create a Positive Workplace Culture
- ✓ Implement Processes to Run Your Business More Effectively
- ✓ Get Results for Maximum Profitability



Nancy has a wealth of knowledge in all things Optometry!

- DR. N RANDHAWA

Nancy helped our group implement the patient handoff. As a result patients are purchasing more often and better products resulting in **25%** increase revenue per patient.

- DR. HEATHER COWIE, Airdrie Family Eye Doctors

At Focused Optometry as a result of sales training and coaching we increased our capture rate by **6.7%** and revenue per patient by **\$76.83.**

- DR. JAFFRAY, Focused Optometry



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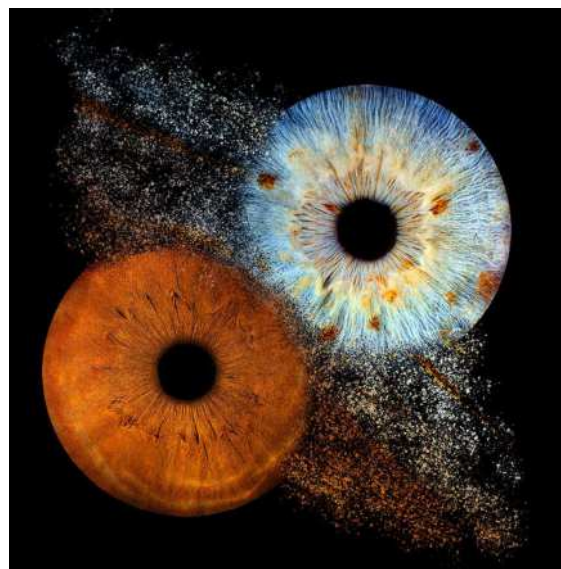
Eye Level

A selection of important, innovative or unique eyewear and eyecare products we're loving this month.



1 EYE CHART NECKTIE

This classic, vintage-inspired Snellen eye chart tie makes a bold, graphic fashion statement. Hand-silkscreened on microfibre fabric. Also available in a scarf. cyberoptix.com



2 IRIS GALERIE
This state-of-the-art photography studio captures every nuance of your iris to turn each eye into a work of art. Choose from a wide range of high-resolution formats, finishes and effects. en.irisgalerie.com

3 RUBY 10 PORTABLE VIDEO MAGNIFIER
This portable video magnifier has a 10-inch touchscreen and three dedicated cameras for distance and reading, plus an extended arm for full-page image capture and optional OCR. Available with and without speech. ca.optelec.com



4 EYEBALL PRINT SNEAKERS
These unique low-top shoes for men come in white with an eyeball print pattern in black. Made of canvas, with lace-up closure and metal eyelets. grizzshopping.com





Protecting The Gift of Sight

BY DR. MARTIN SPIRO
President, Canadian Association of Optometrists

Our vision allows us to experience life's beauty in countless ways. From watching our children play to immersing ourselves in a captivating film, or capturing cherished moments and spectacular sights on our smartphones, the opportunities to marvel at our visual sense are boundless. The old adage, "a picture is worth a thousand words" encapsulates the immense value we place on visual experiences.

As eye care professionals, we focus on the intricate wonders of the human eye and the visual system daily. But for the average person, eye health may not be top of mind. It's easy to take vision for granted and to forgo eye care routines until an issue arises. And sadly, that may result in a scenario where "you don't know what you've got 'til it's gone."

The consequences of vision impairment or loss can profoundly impact work, leisure activities and daily routines by reducing independence and autonomy. The stigma and isolation that can accompany vision loss have also been shown to negatively impact mental health. It's not surprising that losing sight isn't something anyone wants to think about, but it's vitally important that we do – because prevention plays a huge role in maintaining healthy eyes and clear vision.

More than 75% of vision loss is preventable or treatable if diagnosed early, and yet we regularly see patients who have missed that window of opportunity. Education about risk factors and preventive measures – especially with conditions like AMD and glaucoma – is important to ensure that people don't wait to act until they experience noticeable changes to their vision.

Additionally, we can encourage people to work with their healthcare providers to manage conditions like diabetes, enroll in smoking cessation programs, and adopt healthy lifestyles to delay or prevent chronic conditions that can negatively affect eye health. We are all deeply aware of the connection between vision and overall health, but that link isn't always so clear for those outside of our professions.

Education through conversation can be very effective. As we gather information about health history and family health background, we can provide specific advice while underscoring the importance of prioritizing prevention. Identified genetic risk factors are an opportunity to explain how regular eye exams allow for early detection and treatment. Knowing that patients have children or grandchildren means we can inform them about the risks of myopia and conditions like amblyopia where early intervention is crucial.

Preventive eye care isn't just about health and pathology; it's also about safety. By learning about the sports and activities our patients enjoy, or the requirements of their jobs, we can focus on areas that are sometimes overlooked, like safety eyewear and UV protection.

Simple actions like regular eye exams, proper use and care of contact lenses, and ensuring that prescriptions are up to date go a long way to ensure healthy eyes and clear vision. When people understand the role of prevention, they're more likely to be invested in their eye health.

Vision is precious. When we empower people to do all they can to take care of it, we help to ensure that it's a gift that keeps on giving. **OP**

THE CANADIAN ASSOCIATION OF OPTOMETRISTS (CAO) is the national voice of optometry, providing leadership and support to more than 5,400 members to enhance the delivery of healthy eyes and clear vision for all Canadians.

Labour of Love

Insights from veteran optician Marie-Josée Blais

BY DAVID GOLDBERG

In the vibrant and historical town of Val-d'Or, Québec, Marie-Josée Blais brings the world into focus for countless eyes at Clinique Opto-Réseau.

It's hard not to marvel at her dedication. Starting as a bright-eyed student intern, Blais quickly climbed the ranks, driven by her desire to master the skills of the trade and help every client who walked through the door.

"My background in optics is very atypical," says Blais. "It started in 1989, when I was only 14 years old. My geography teacher had the ambition to help us discover the world. He paired students with companies for internships. From the first hours, I was charmed by the combination of the aesthetic, technical and relational sides of optics.

"My 40-hour internship quickly transformed into a career that should last at least 40 years."

However, Blais's journey is not just about milestones; it's about wonderful moments on a daily basis. "It is with the feeling of duty accomplished and eyes full of gratitude that I look at the smile of a patient who discovers their new glasses," she says.

And her long-standing association with Clinique Opto-Réseau is a testament to her dedication and love for the trade.

"I have been working in the same clinic since the very beginning. The partnership with Opto-Réseau offers me the freedom to flourish in a multitude of facets of the profession," she says.

In the ever-evolving world of eyewear, trends come and go, but for Marie-Josée, the enthusiasm remains consistent.

"What excited me the most this year was the return of oversized acetate frames with angular bevels and very wide temples," she says. "Young women are daring to wear colourful vintage sunglasses. It's great to make frame choices with this type of client."

Blais believes in a customer-centric approach, "Transparency is the secret of all communication," whether she's dealing with a customer who is thrilled or tepid at the thought of wearing glasses.

For an optician to thrive in today's industry, staying updated is crucial. Blais advises fellow opticians to tap into various resources, from social networks to trade shows, ensuring they remain at the forefront of the industry.

She also underscores the importance of creating a welcoming environment.



“

After 34 years in the field, I still thrive on challenges. By passing on my knowledge, I'm happy if I can leave even a tiny trace in this wonderful profession.

— MARIE-JOSÉE BLAIS

"To encourage traffic and sales, your clinic should be bright and accessible. The frames must be presented in a logical order, and most importantly, customers should be greeted with a warm smile."

Blais's expertise extends from fitting elderly people to children. She emphasizes the importance of trust. "It's crucial to have a dedicated space for children and allow them to express their preferences. Inspiring confidence with the young patient is invaluable."

Her journey, spanning more than three decades, is filled with many memorable moments, but it's her role as a mentor that she cherishes most.

"After 34 years in the field, I still thrive on challenges. By passing on my knowledge, I'm happy if I can leave even a tiny trace in this wonderful profession."

Blais's story speaks to the passion of so many in the industry who take pride not only in correcting vision, but enabling clients to find self-confidence and contentment with a new pair of glasses. **OP**



Planning for Success

A guide to preparing a business budget for 2024

BY NANCY DEWALD
Lead Up Training and Consulting



To be successful in this ever-changing optical business, we must always be looking ahead and planning. A well-designed budget can serve as a roadmap for your upcoming year and help minimize the stress of running your business.

Below are some steps to help in this planning process.

STEP 1: Review Historical Data

Begin by examining your historical financial statements, sales data and cost reports from the previous years. This analysis will help you identify patterns, trends and areas where you can potentially cut costs or increase revenue. Refer to industry benchmarks as a guide to identify strengths and opportunities.

This step is first because it is most important to help you truly understand your current business in terms of what the

metrics mean and how to influence them. Using this simple strategy can have an amazing impact on your business – one client I coach by phone once a month is experiencing double-digit growth as a result.



Refer to industry benchmarks as a guide to identify strengths and opportunities.

STEP 2: Evaluate Industry & Market Trends

Stay informed about emerging trends and changes in the optical industry. It's also important to be aware of economic changes that may be taking place in the community you serve, such as unemployment rates, new commercial development (which may translate into job opportunities), increased or decreased competition, etc.

Gain insight into market conditions and customer preferences so you can take advantage of potential opportunities. This analysis will help you make realistic revenue projections and adjust your expenses accordingly.

EYE OPENER

STEP 3: Set Realistic Revenue

To set realistic goals, consider factors such as market growth rates, customer demands, product/service price changes, and potential new business opportunities. Ensure that your revenue goals are both challenging and achievable.

STEP 4: Estimate Costs & Expenses

Determine all of the costs and expenses associated with running your optical business. These include overhead costs, employee salaries, marketing expenses, rent, utilities, equipment maintenance, inventory, and any other relevant expenditures.

Consider any anticipated changes in your operating costs, such as price increases or new investments. Keep in mind that some expenses are variable costs and will fluctuate accordingly, such as inventory purchases prior to peak sales seasons.

STEP 5: Consider Capital Expenditures

As an optical business, capital expenditures may be necessary to upgrade equipment, expand facilities or invest in new technology. Evaluate your capital expenditure needs and allocate resources accordingly.

Consider the potential long-term benefits and return on investment for each expenditure, ensuring that it aligns with your overall business strategy.



Determine all of the costs and expenses associated with running your optical business.

STEP 6: Continuously Monitor & Update Your Budget

Once you have formulated your business budget for the next year, regularly monitor its progress. This will help you identify any gaps, make informed decisions, and take corrective action if necessary.

Now is the time to take control of your business for next year. As always, please reach out if I can be of help. **OP**

Nancy Dewald is a business development professional, workshop facilitator and optical industry veteran. She is CEO and founder of Lead Up Training and Consulting, which specializes in identifying business gaps, implementing solutions and developing leaders. To find out more, visit leaduptrainingandconsulting.com.

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How to Build Your Reputation Online

BY KERI SCULLAND, Marketing4ECPs

Let's face it – gone are the days when patients used to rely solely on referrals from their families or friends to find a new doctor. In today's digital age, patients rely heavily on the internet to research and choose a healthcare provider.

Patients are searching for their next optometrist or optician online, and they aren't necessarily going back to the same doctor every time – despite how much we hope they will. This is why having a good online reputation is essential in optometry and optical.

In today's world, a good online reputation is everything. When potential patients search for a new doctor, they search for reviews and ratings from other patients. If they see a negative comment or review

about your practice, they are much less likely to choose you.

It's essential to monitor and manage your online reputation regularly – the more positive reviews and ratings you have, the more likely you are to attract new patients.

Patients trust online reviews as much as personal recommendations. Positive reviews can increase your credibility and authority, which can lead to more patients choosing your practice over others.

THE POWER OF SOCIAL MEDIA PROWESS

Social media is an effective, low-effort way to build relationships, increase visibility and promote your practice.

Using your socials, you can engage in meaningful conversations with your target audience and share information about your services in an interactive way. You can also use it to enhance customer service by responding quickly to inquiries or feedback – which helps you create a loyal following of patients who are happy with the level of care they receive from you.

Additionally, social media is a great platform to showcase content related to your practice. Patient stories or testimonials, before-and-after photos, and videos of procedures are all ways you can engage potential patients and boost interest in what you offer.

Social media allows you to interact with potential patients and address their concerns or questions. Responding to all reviews and comments shows that you care about your patient's experiences and are proactive in solving their problems.

It is essential to keep your social media profiles up-to-date, accurate, and consistent with your website's branding.

YOUR WEBSITE: A TRUSTWORTHY HOMEBASE

Your website often creates your first impression with potential patients and customers – and you only get one.

It's therefore essential to ensure that your website is easy to navigate, smartphone friendly, and up-to-date with relevant information. Depending on your location, you can also showcase positive reviews and patient testimonials on your website, which can help build trust and credibility.

A well-designed website sets the tone for the rest of your online presence. Having a great website means visitors will be more likely to explore the rest of your digital channels, like your social media and Google listings.

Your website is a key factor in establishing trust with potential patients. With an effective website, you can set yourself apart from your competition and demonstrate to visitors that your practice is reliable and trustworthy.

MARKETING INSIGHTS

YOUR REPUTATION REQUIRES MAINTENANCE

Finally, you need to regularly monitor your online reputation. There are several online reputation management tools that can help you monitor review sites, social media and search engines for negative reviews or comments. If you do see negative reviews or comments, it's essential to address them promptly and professionally.

By using social media, having a good website and monitoring your online reputation regularly, you can improve your online reputation and attract more patients to your practice. Remember, your online reputation is a significant factor in building your practice, so be proactive in managing it. **OP**

Keri Sculland is the manager of editing and content strategy at Marketing4ECPs. Learn more about Keri and Marketing4ECPs at marketing4ecps.com.

4 WAYS TO BUILD YOUR ONLINE REPUTATION

- 1 Ask for reviews in person by listening to patients and using open-ended questions about their experiences.
- 2 Use email or text messages to follow up with patients after appointments and to request reviews. The message should be authentic and personalized, expressing gratitude for choosing your practice. Be sure to provide a direct link to your review page with clear instructions about how to leave a review.
- 3 Consider using online review management software to streamline the process of managing and monitoring reviews from multiple sources. These programs allow for prompt and professional responses to maintain a positive online reputation.
- 4 Use social media to promote review pages and encourage patient engagement. Respond promptly and professionally to feedback.



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- Combine fashion science with optical savvy to take your business to the next level
- Elevate your team from “order-takers” to “eyewear stylists”
- Lead the sales conversation to increase capture rate

“Within weeks of this sales training, my team more than tripled our multi-pair sales, with some patients buying 3 pairs.”

- DR. LYNDEY KAY, Waterdown Optometric

 **Wendy Buchanan**
EYEWEAR IMAGE EXPERT

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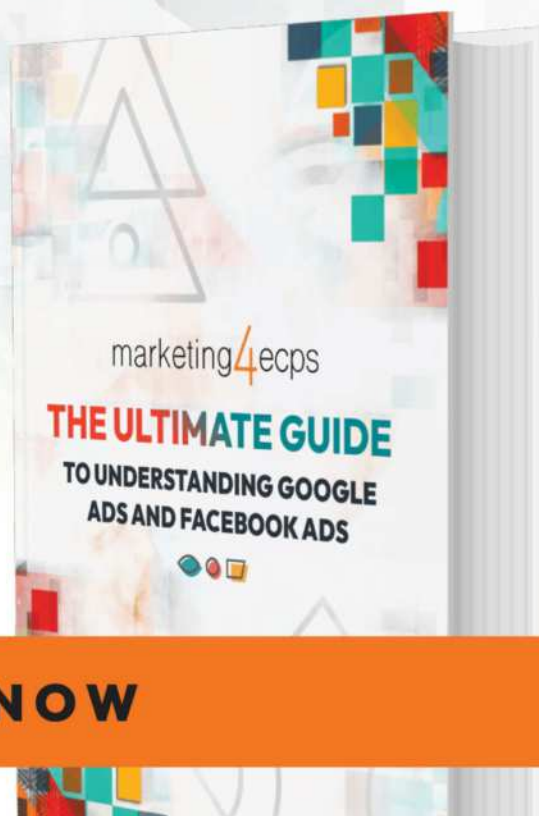
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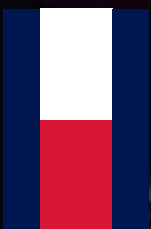
Modern PREPPY

The Tommy Hilfiger TH 2059 from Safilo is a new lightweight optical frame for women, featuring an oversized hexagonal butterfly shape in slim acetate, offset by thin metal temples for a contemporary twist on the brand's "Classic American Cool" heritage. Available in three colours: red, transparent shaded grey and transparent green.



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Eyewear produced and distributed exclusively by Safilo S.p.A.
www.mysafilo.com Style: TH 2059

TOMMY HILFIGER





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GIVING SIGHT GIVES OPPORTUNITY

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