

OPTICAL PRISM

THE MAGAZINE FOR EYECARE PROFESSIONALS

October 2022 | Vol.40 | No. 10



NIKE SHOW X RUSH



Shaquill Griffin, NFL Cornerback



NIKE SHOW X RUSH



Shaquill Griffin, NFL Cornerback

OPTICAL PRISM

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GAME FACE

The latest athletic styles

SPORTS PERFORMANCE EYEWEAR

Winning VISION

How sports vision training is helping
athletes find their edge

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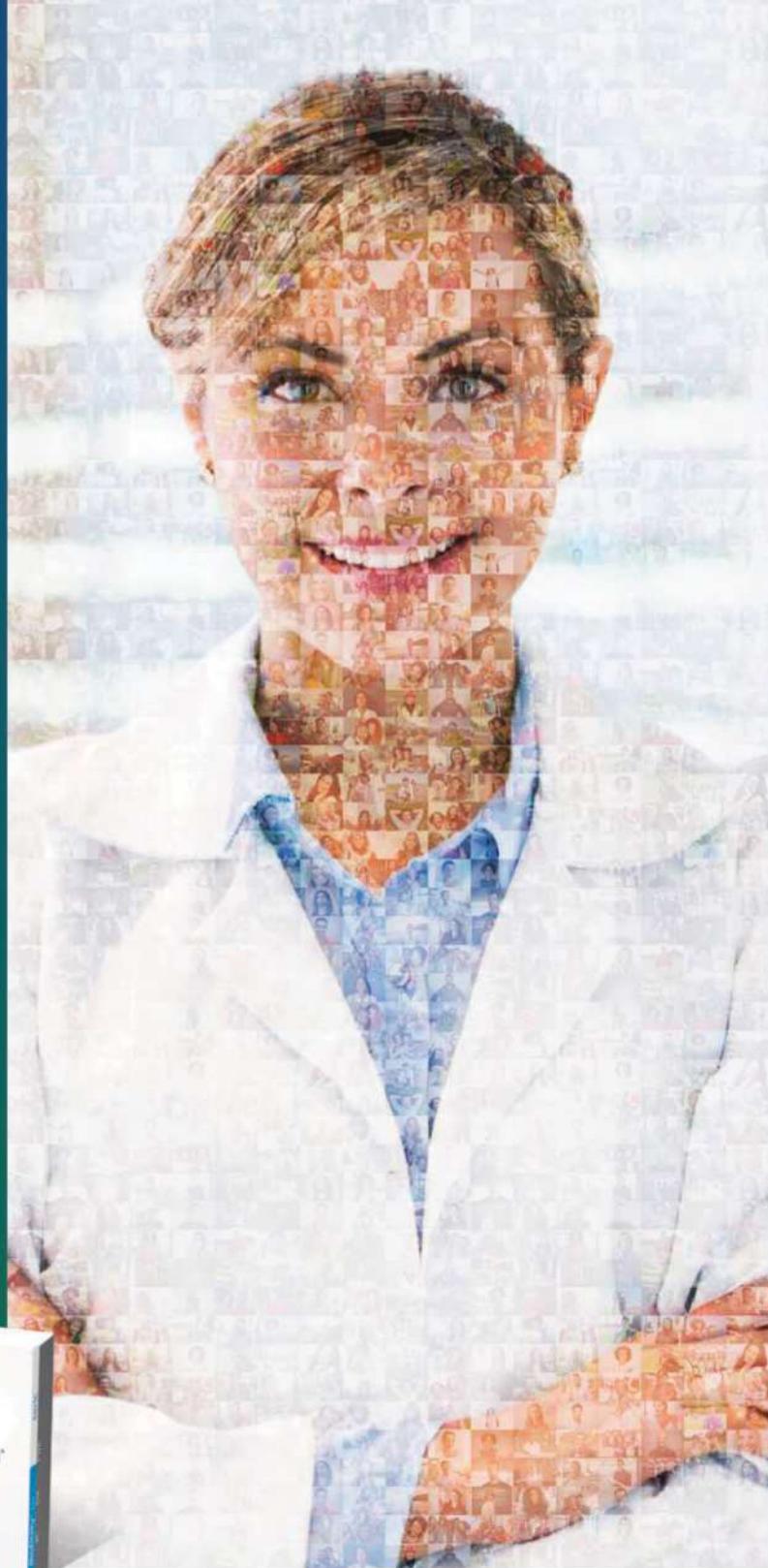


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WESTCRAFT+ Jorge
Martin SE Polished
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PUBLISHER

Suzanne Lacorte
289.678.1523 x 1
slacorte@opticalprism.ca

ASSOCIATE PUBLISHER

Nick Samson
289.678.1523 x 2
nsamson@opticalprism.ca

SALES & ADVERTISING

Kathleen Irish
289.678.1523 x 5
kirish@opticalprism.ca

MANAGING EDITOR

Janet Lees
janet.lees@opticalprism.ca

ASSISTANT EDITOR

David Goldberg
dgoldberg@opticalprism.ca

CREATIVE DIRECTOR

Suzanne Lacorte
slacorte@opticalprism.ca

ART DIRECTOR

Cathryn Haynes
cat.haynes@opticalprism.ca

DIGITAL CONTENT MANAGER

Samantha Budd
sbudd@opticalprism.ca

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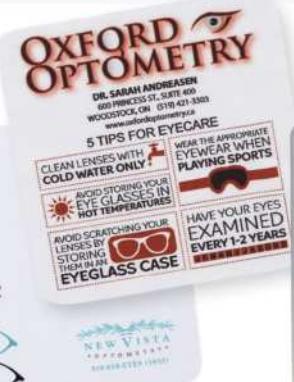


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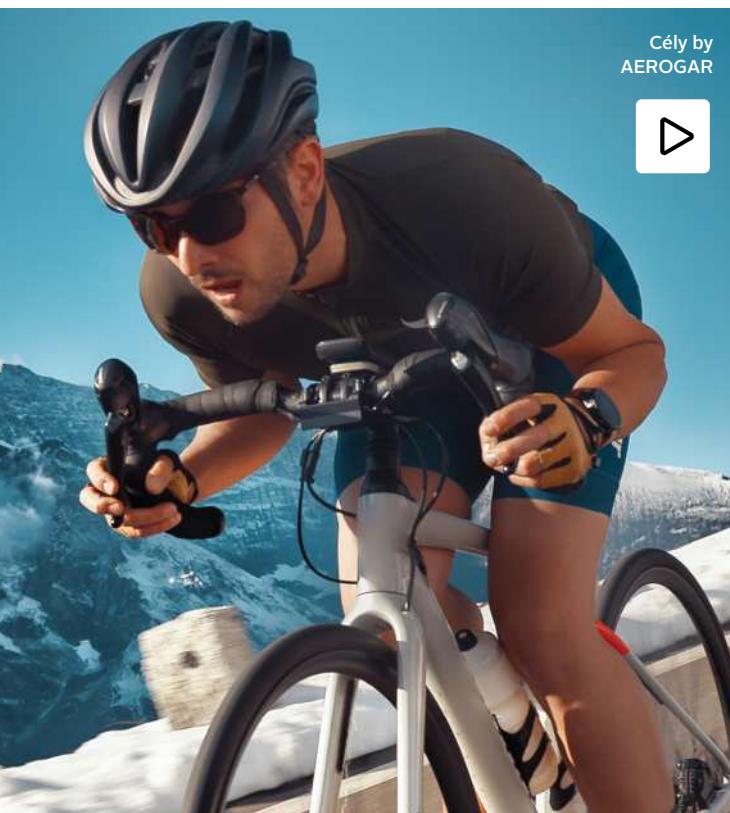


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Success in any activity requires two things – the right equipment and the right training or preparation. Sports eyewear fulfills the first requirement, giving athletes and outdoor enthusiasts a piece of equipment that protects their eyes and helps improve their performance. And sports vision training accomplishes the second, helping athletes train their vision to its optimal level for their sport.

In this issue of OP, we present the latest in sports performance eyewear, including new styles that are as fashionable as they are functional. And boy, are they functional! Because athletes at all levels have specific requirements depending on their sport, advancements include feather-light frames, wraparound or secure temples, aerodynamic shapes, and even breathable side “spoilers” like a racecar.

Then there are the lenses. Today’s sports lenses are truly innovative, and writer Amanpreet Dhami gives us the rundown in her feature article on sport-specific eyewear. The latest lenses allow athletes and outdoorspeople to see farther, determine distances better, pick out details more clearly, and distinguish contrast better (for example, enabling a skier to pick out different shades of white or a golfer to perceive different tones of green).

It’s cutting-edge science, and it struck me as I was editing the articles that sports eyewear could very well lead to innovations in overall eyewear design and performance beyond our wildest dreams. Because who doesn’t need to see better, with sharper contrast and finer details? In the end, many of the innovations that we’re seeing in performance eyewear today are likely to become the standard for eyewear tomorrow.

I had this same thought as I edited David Goldberg’s feature about sports vision training. Talk about science fiction becoming reality! An athlete today can walk into an ECP’s office, sit in front of a futuristic machine (or put an even more futuristic machine on their head), and exercise their eyes in a strobe-lit virtual reality game straight out of *Star Wars* or *Blade Runner*.

I’m dating myself here, but as a kid I watched a show called *The Six Million Dollar Man*, about an astronaut who is “rebuilt” to be “better than he was before – better ... stronger ... faster.” Our cyborg days may still be in the future, but we’re already able to make people better, stronger and faster with a few targeted vision exercises and a small, lightweight piece of equipment they wear over their eyes.

It’s exciting stuff, and where is it all leading? Maybe some day soon, we’ll all be able to have better-than-perfect vision thanks to the sports performance innovations that eyewear companies and eye care professionals are pioneering today. It won’t only be for athletes ... or astronauts. And it won’t cost six million dollars.

JANET LEES, Managing Editor

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UA 5044



UA 5045



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UNDER ARMOUR

Safilo is launching Under Armour's first sustainable eyewear collection this fall, made from Eastman Tritan Renew, a high-performance copolyester made of 50% certified recycled content.

Using a process certified by ISCC (a global sustainability certification system), the clear, durable, BPA-free material offers sustainability while ensuring performance and safety.

The easy-to-wear six-piece launch collection features rectangular, square and round shapes, including four optical styles as well as two sunglasses. All six

styles feature Tritan Renew fronts and temples, rubber non-slip nose pads, and auto-lock stop hinges. Each frame can accommodate prescription lenses and includes a dedicated graphic on the temple interior stating, "Made with at least 50% recycled plastic."

The optical frames are offered in a wide range of colours, in either solid, transparent, matte, gradient or two-tone. Colours include solid midnight navy, matte black, transparent steel, milky pink Havana, matte transparent tourmaline teal, and matte crystal clear, with coordinating or contrasting temples tips.

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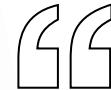
October is Breast Cancer Awareness Month, and Bollé Safety has partnered with the Susan G. Komen Foundation to raise money for the cause.

Until Nov. 1, Bollé Safety will donate 50 cents of the wholesale price to the Susan G. Komen Foundation for each specifically marked sale of the Rush+ Small Pink frames.

These lightweight frames, for indoor and outdoor use, feature a clear tint with a light transmission rate of 90% and PLATINUM anti-fog coating.

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The Catch
Matte Black



Champion's built-in, self-adjusting retaining device keeps the frame securely in place during activity.

CHAMPION

The new Tweens 180° Retainer collection is made up of four optical models with unisex appeal and sporty attitude. Champion's built-in, self-adjusting retaining device keeps the frame securely in place during activity with an easy-close, heavy-duty magnet system.

The collection also boasts Champion's 180-degree flexing hinges, which allow the temples to flex to the contours of any head shape for long-wearing comfort and gentle grip. The 16-SKU series offers both multi-layer, handmade acetate



The Catch
Matte Gunmetal

and stainless steel frames in a variety of bold sport colours.

The Catch model comes in Matte Black, Matte Gunmetal, Matte Navy and Matte Cargo Green, with a durable, lightweight stainless steel front that extends frame life. The injection-molded TR90 temple

construction has a soft-grip retainer surface to provide lightweight comfort and security. This model also features adjustable nosepads for a custom fit.

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† LipiFlow is a trademark of Johnson & Johnson Vision Care, Inc.

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4. Alcon Data on File, 2021. 5. Schanzlin D, et al. Efficacy of the Systane iLux Thermal Pulsation System for the Treatment of Meibomian Gland Dysfunction After 1 Week and 1 Month: A Prospective Study. *Eye Contact Lens*. 2021. Oct 5.



SPS09W



SPS07W



VPS08O

PRADA

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The SPS09W's rimless design is extremely lightweight. The temples feature a multilayer construction, while rubber inserts ensure resistance and a comfortable fit. Available in Rubber Crystal Asphalt and Rubber Black with hydrophobic or Blu Tuning lenses.

SPS07W's slightly wraparound frame, made from exclusive ultra-lightweight nylon fibre, features

removable side spoilers for greater protection from the elements and improved sports performance. Available in Rubber Crystal Asphalt, Rubber Black and Rubber White, matched with a variety of lens options including polarized and Blu Tuning.

The new VPS08O optical style has an ultra-lightweight nylon fibre construction in a sporty, rectangular shape. Available in Rubber Crystal Asphalt, Rubber with Crystal Electric Blue, Rubber Black and Rubber Navy Blue.

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Winning VISION



Reaction time is everything in sports. A few millimetres or milliseconds can mean the difference between winning and losing, and eyesight is key. Sports vision training is helping athletes find their edge.

BY DAVID GOLDBERG

Athletes will do everything they can to gain a competitive advantage through training. There are special diets and conditioning programs – but what about the eyes? Could a small vision issue keep an athlete from achieving greatness? And more importantly, what can eye care professionals do to help?

The answer is sports vision training (SVT), also known as sports vision therapy.

“As athletes continue to push the boundaries of human performance, we’re learning more about the importance of mental health, cognitive fitness, sleep, and other aspects of health and wellness that can improve performance,” says Dr. Kristine Dalton, an optometrist and associate professor at the University of Waterloo’s School of Optometry & Vision Science who also founded the school’s Sports Vision Clinic in 2014.

“Sports vision training is one of those relatively new areas that athletes are also starting to explore and understand.”

A lot of the information athletes use to play sports is visual, so seeing well consistently is important for optimal sports performance.

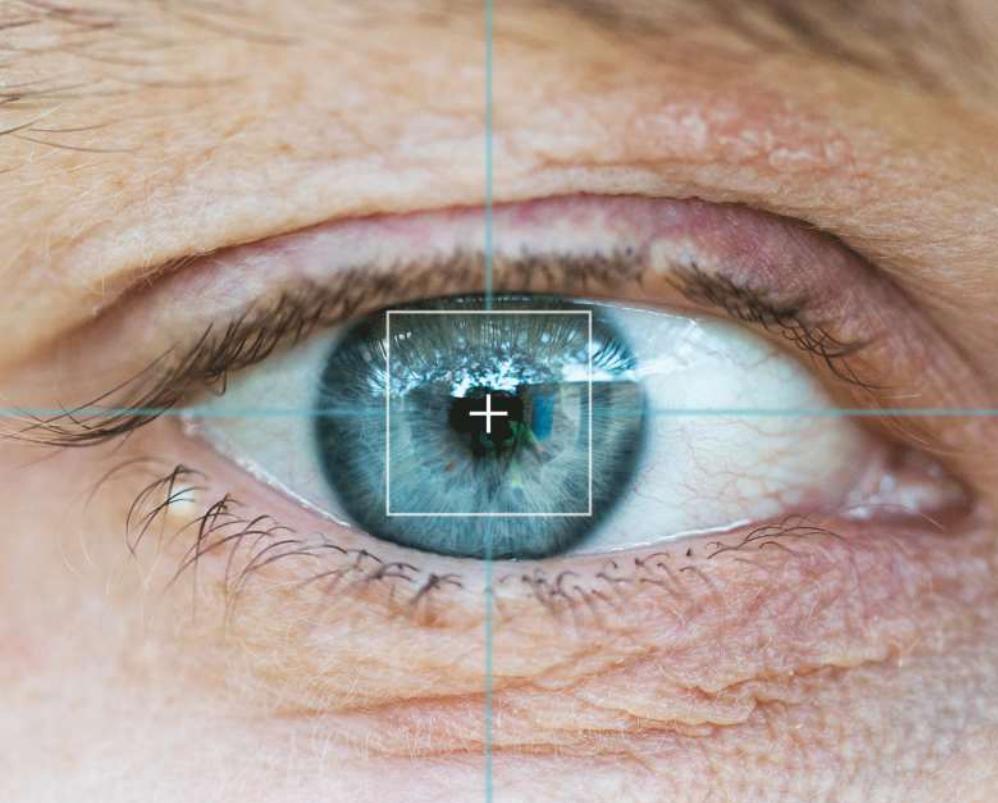
“Research in amblyopia has demonstrated that poor vision, even in just one eye, can negatively impact motor skill development,” explains Dalton. “So it seems reasonable that poor vision would also negatively impact sports performance in both developing athletes who are learning skills, and elite athletes who are trying to execute those skills consistently.”

Dalton has always loved sports. She was a varsity soccer player during her post-secondary career and was even offered a chance to do her PhD research overseas with a soccer team in the English Premier League. The professor ended up studying golf, and she’s been hooked on sports vision training ever since – especially with the discipline’s commitment to embracing new technology and tools.

“Technology can be really beneficial in sports vision training, as it helps us simulate sport-like tasks in the office,” she says. “Technology can also help us break complex skills into component parts and work on specific isolated aspects of those skills.”

Technology & Methods

Sports vision training tech varies widely, from simple tools to more advanced technology such as Marsden balls, Brock strings, and even virtual reality. But there’s



no one one-size-fits-all solution for every sport or every athlete. "You have to design training activities not only for that specific sport, but for that player's position on the team," says Dr. Megan Sumrall Lott, a developmental optometrist at Belle Vue Specialty Eye Care in Hattiesburg, Mississippi who has extensive experience in sports vision training.

"Take soccer, for instance: a forward will have different visual demands and skills than the goalkeeper will have. They would have to train differently. Baseball? There are different demands for a player in the field versus when the same player is at the plate," says Sumrall Lott.

"Sports vision training can give an athlete an advantage over their competitors. A centre-back in soccer may not be the fastest or the strongest, but if they can read the field and predict the direction of the game, they can position themselves to be in the right place at the right time. It's not always just about speed."

Dr. Curtis Akerman runs Milton Vision and Sports Vision Training Centre in Milton, Ontario. Using cutting-edge technology and sports

vision training methods, he's helped dozens of athletes reach their full potential and find the success they've always desired. And he knows what drives them.

"Sports have always been a big part of my life, so integrating it into optometry practice made a lot of sense for me," he says. "It was something that I was passionate about. I knew I could give a lot to athletes because I understood the visual components and what can make them successful from a metrics standpoint."

Akerman uses a hockey goaltender as an example. Goalies mostly look straight ahead and need to track multiple players along with the evolving play from one end of the ice to the other.

"In this case, you are coupling surface analysis with tracking so you can better predict where the puck is going to end up," he explains. "That helps you make better split-second

decisions – Do I go down in a butterfly? Do I stand upright? Am I going to pass the puck? Where am I going to pass?"

Akerman and his team use a collection of special exercises – chosen according to the particular athlete's performance needs – to improve visual tracking and response times. With a hockey goalie, the team uses strobe glasses – a pair of glasses that flash on and off. The patient can only see out when the glasses are in the "on" position, and they can be programmed to turn on only for specific intervals of time.

"First, we start with just the eyes and no glasses. The goalie and I will sit in chairs placed three or four feet apart, throwing a ball back and forth to each other," explains Akerman. "It's about the size of a golf ball, and I'll get them to practise tracking the ball into their hand as it comes at them from different directions. Then we add strobe glasses."

“
Sports vision training is one of those relatively new areas that athletes are also starting to explore and understand.

Taking away a little bit of the visual information from the goalie forces them to predict the path of the ball more and more rapidly. As the exercise progresses, it gets to the point where the strobe glasses are open only 10% to 20% of the time. Akerman has witnessed some

dramatic skill upgrades among his patients, who say the world now seems "so slow" because they've learned to react so quickly.

Hockey forwards play a different game in Akerman's clinic to improve their eyesight. The patient stands in front of a large 65-inch television that acts as a touch tablet. Using their index finger, the patient drags a green

dot around the screen while trying to avoid a bunch of other dots that are trying to catch the green one.

"The dots change direction very unpredictably. So as you're moving your green dot around the screen, you need to be aware of where the openings are on the screen. How do I get there safely? What is my level of danger? What is the proximity of my opponents to me? It gives the patient a way to use the visual system to process a lot of areas with a lot of information very quickly and make decisions based on that information."

One of Akerman's biggest success stories involves a high-school volleyball player who was struggling, and it had nothing to do with natural athletic ability. After an evaluation involving computerized eye

tracking, the optometrist deduced that the player's eyes would look in different directions as he looked out at the court. Combining vision therapy and sports vision training led to incredible improvement.

"After three weeks, the volleyball coach told him jokingly: 'Whatever steroids you're taking, keep on taking them,'" recalls Akerman.

"Suddenly, they were a top-level team. This kid was playing almost every game at the provincial championships and was being scouted by several universities. This was a kid whose parents just wanted him to play the game he loved. They weren't worried about him being drafted or turning pro."

Most athletes sign up for 10 sessions that last one hour each, and as with

physiotherapy, they're assigned exercises at home to help them achieve maximum results in the shortest amount of time. Akerman says 5-10 minutes a day is all it takes with most of his patients.

"It's super-rewarding for me, and it's rewarding for them, too," he says. "It motivates them to do more, to fight harder, so they're coming in every session ready to go."

There's no sport Akerman isn't willing to take on. Some Olympic-level shooters, golfers, and even badminton players are among his patients.

His next goal is to form a Canadian sports vision association. "I think it would help us in Canada to be a little bit more cohesive as a group so that we can get the awareness out," he says. **OP**

SVT for ECPs



ASK THE QUESTION

"Optometrists and vision care providers can do a lot of really good sports vision work simply by providing appropriate refractive corrections for your athletes – be they contact lenses, sunglasses, or a sport-specific glasses prescription," says the University of Waterloo's Kristine Dalton.

"To get started, all they need to do is ask their patients if they play sports and if their patients are happy with their current vision correction when playing their sport. If optometrists and vision care providers want to expand into providing vision training for sports, there are definitely opportunities to invest in technology and build from there."



KNOW YOUR SPORT

"There's definitely space for more people to get into sports vision training, but [in addition to] going to sports vision conferences, I think it's very important to understand the sport that you're working with," says Curtis Akerman of Milton Vision and Sports Vision Training Centre.

Incorporating sports vision training methods into your practice

"It's not just knowing that baseball has nine innings and there are nine players on a team. It's knowing that if you're a shortstop and somebody hits a ball to you, what are the visual implications of that? I think it's really critical, if you want to do a good job, to understand the sport to that level."



COMBAT CONCUSSION

"Vision is more than 20/20, and sports vision training is more than eye-hand speed. I would like to see each and every collegiate athletic program incorporate [sports vision training] into their program, not just to excel at sports, but to reduce the risk of concussions in sports," says functional optometrist Megan Sumrall Lott.

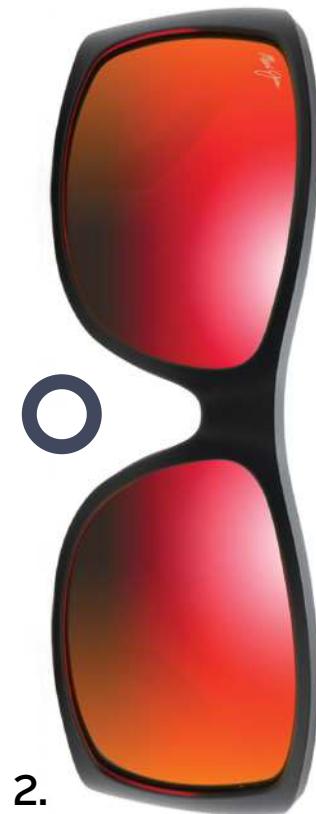
"Many studies have to be performed to demonstrate that improved visual skills reduce concussions in athletes. When an athlete suffers a concussion, a functional visual examination should be performed immediately, so visual rehabilitation can begin."



Patrick Mahomes
wearing Oakley
0009455 The KATO
Collection

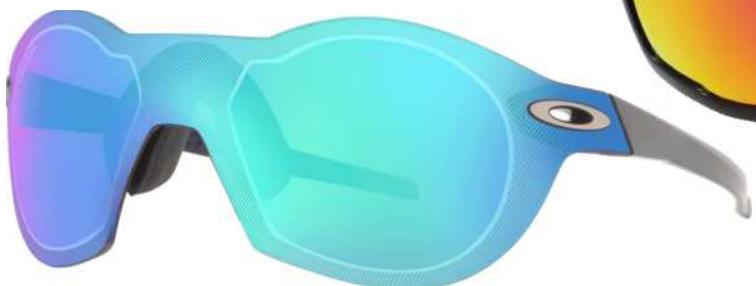


GAME FACE



Edgy design meets performance function in these active lifestyle sunglasses, featuring crisp optics and ergonomic fit.

BY SUZANNE LACORTE



4.



1. Spinshield SP843806 by The Rudy Project
2. Equator+RM848 by Maui Jim.
3. Nike Show X Rush
4. Sub Zero oo09098 by Oakley
5. Icarus BS016003 by Bollé

Cutting-edge PERFORM



ANCE

The latest developments in sports eyewear

BY AMANPREET DHAMI

Performance eyewear is exactly what it sounds like – eyewear that boosts an athlete's ability to perform at their optimum level. Whether your customers are into leisurely adventures or competitive sports, the right eyewear enables them to see clearly and face the chosen activity head-on.

“Sports eyewear should allow the wearer to perform at their very best,” no matter what the adventure, says Tove Fritzell, director of product and innovation at Bollé, the French company born in 1888 that specializes in performance sunglasses, eyewear and helmets.

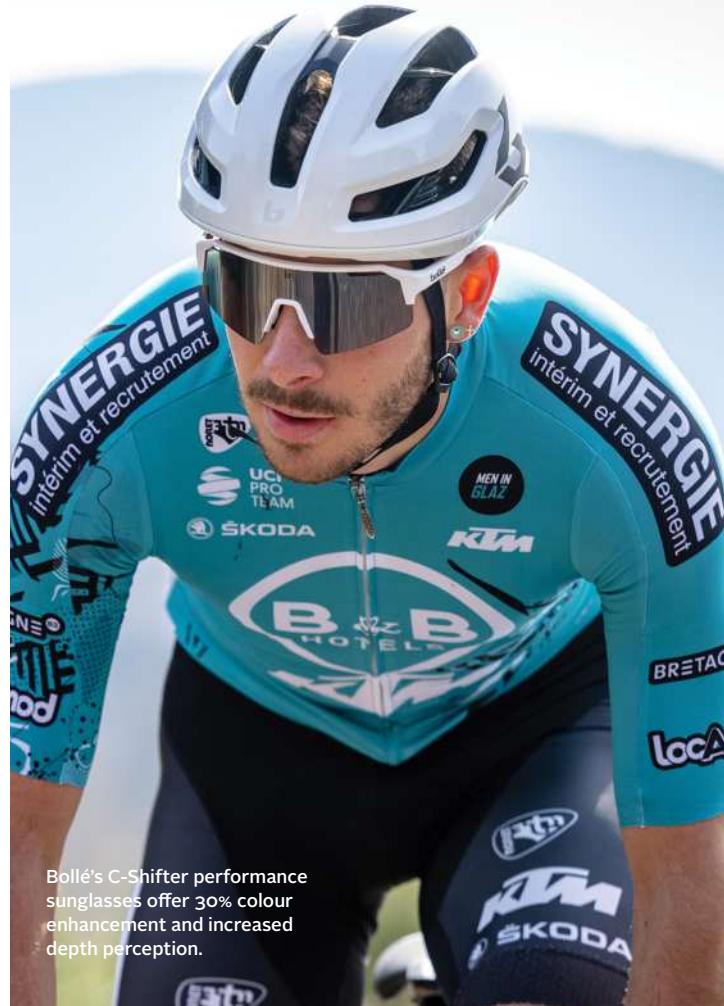
Effective sport-specific eyewear addresses key vision concerns related to performance and allows your customer to “gain an edge on the competition and address specific concerns, such as visual acuity, hand-eye coordination, depth perception and reaction time,” explains Kevin Hoogstraten, director of new business for indie brand Sun-dog Eyewear.

Understanding the unique vision concerns specific to each sport empowers eyecare professionals to recommend the right pair of glasses needed to ensure that vision – and thereby, performance – is optimized.

For example, “a cyclist is mainly looking through the upper part of the lens, but will also need to glance over their shoulders, so a field of view is needed,” explains Fritzell. “In contrast, a runner looks through the cen-

“Sports eyewear should allow the wearer to perform at their very best, no matter what the adventure.”

— TOVE FRITZELL



Bollé's C-Shifter performance sunglasses offer 30% colour enhancement and increased depth perception.

tre bottom of the lens, and may prefer a rimless or half-rim frame. By understanding your client's sports-related concerns, you'll recommend frames with confidence.”

Outside of performance, sports eyewear also provides a layer of protection for athletes.

“Whether professional or beginner, eyewear can make a difference not only to the experience an athlete has – whether riding, running, fishing, etc. – but can also serve as a crucial part of keeping the athlete's eyes safe,” says Taryn Ryan, global head of marketing at SMITH Optics, best known for its invention of the first-ever snow goggle with a therma lens and breathable vent foam.

The extra reassurance provided by a great pair of performance eyewear can take a sport or adventure from zero to 100. The onus lies with eyecare professionals to “weed through the brands and align their store with true sports brands that offer the features, technologies and protection that their customers need for outdoor activities and weather conditions,” advises Ryan.



Smith Optics Bobcat sunglasses pair goggle-like coverage with the lightweight feel of sunglasses, while ChromaPop lenses bring out the details on trails and ski hills.

Resolve sunglasses by Smith have a wraparound fit for running, hiking and cycling, with interchangeable lenses to match the light conditions.



“

Performance lens technology constantly evolves, so keeping up with the latest research enables ECPs to offer clients the best options.

After all, as an eye care professional, you are the trusted expert.

Frame & Lens Considerations

When recommending sports eyewear to clients, it's important to focus on the technology behind the two main components – the lens and the frame – while understanding how each contributes to the performance of the sport in question.

At Sundog, “our team learned more about how each sport was using eyewear and how we were able to enhance the design for each discipline – lighter frame materials for running, a structured fit for cycling, or a focus on grip for volleyball and golf,” explains Hoogstraten, adding Sundog uses Megol nose pads and

co-injected ContourFLEX temple tips in its sports performance eyewear for added grip and comfort.

“With factors like sweat or water in sports, key elements like the touchpoints on the face and head of your client become increasingly important.”

Overall, well-made sports frames need to fulfill two key requirements: coverage and stability. For this reason “sport performance frames have a higher-than-average wrap to ensure a good fit so they won't fall off an athlete's head, compared with lifestyle frames, which are usually flatter,” explains Ryan.

Sports lenses differ from regular lenses from a material perspective and from a colour, contrast and light transmission perspective.

Staying informed on the various developments and offerings in sports lenses will show your clients that you know your stuff, and they'll come to you again and again when investing in sports eyewear.

“Polycarbonate is a great lens material for impact protection, so biking and running athletes benefit from these to protect the eyes from impact from loose stones or branches. The material is very lightweight making it perfect for high impact sports,” says Ryan. The durability of the polycarbonate also means the lenses will last for longer – a factor to consider for clients who are high-performing or elite athletes.

For clients who engage in water-based sports such as angling, kayaking or stand-up paddling,

glass lenses offer a higher level of scratch resistance and are the most optically clear material.

Evolving Lens Technology

Outside of material, sports lenses differ based on their colouring, how they transmit light, and the way contrasting colours are perceived. Due to the ever-changing concerns raised through real-time sports vision research, performance lens technology constantly evolves, so keeping up with the latest research enables ECPs to offer clients the best options.

“Depending on the sport and the associated environment, certain lens colours can produce greater results than others,” says Ryan.

ChromaPop, SMITH’s proprietary lens technology, allows the eyes to identify true colours by filtering light that causes “colour confusion,” giving the wearer a greater definition of objects, more natural colour, and superior clarity. ChromaPop lenses have several different base tints that affect how colour is rendered. The base tint is then paired with polarization to eliminate glare.

Bollé’s new Volt+ lens pushes the boundaries of standard high-contrast lenses — which usually only enhance one colour while diminishing the rest — to give athletes a more dynamic colour experience when outdoors.

“Developed using AI technology, Volt+ offers a 30% more contrast than other lenses on the market,” explains Ryan. This precision in contrast is key for outdoor sports such as golf and skiing, where an athlete sees the same colour in different shades (green for golf, white for skiing). Volt+ provides

the wearer with increased depth perception while maintaining white point and offers a high-performance polarizer, says Ryan.

More recently in lens technology across the industry, “there has been a larger focus on mirror lenses,” says Nick Gomez, Under Armour’s sport category manager for the Safilo Group. “In addition to being aesthetically pleasing, they also lower the visual light transmission (VLT) percentage of a given sunglass, and can help with eye fatigue in bright conditions.”

Overall, the best way to ensure that your client understands the benefits of a lens is to allow them to try the eyewear outdoors. They’ll see for themselves ... literally.

Sustainability Meets Performance

Industry-wide, there is a movement toward using sustainable materials in premium sports eyewear as a response to Canadians wanting to be more environmentally responsible in their purchases.

For example, Under Armour’s fall offerings include sustainable eyewear solutions using a material called Tritan Renew — “a special BPA-free plastic made with up to 50% recycled content,” says Gomez.



Bollé Lightshifter XL performance cycling sunglasses feature TR90 nylon frames and Volt+ polarized high-contrast lenses.

Sundog also considers environmentally conscious materials in its performance frame designs.

For Bollé, sustainability has become a part of the company’s overall mandate. “Our customers want to make sure the impact on their playground is minimized,” says Fritzell, “so we are increasing the use of recycled or plant-based materials as much as we can.”

Performance eyewear is a segment of the industry that constantly challenges itself with evolutions in technology, many of which later become incorporated into eyewear for the everyday wearer. Thus, keeping an eye on the latest innovations in sports eyewear is a great way to anticipate future developments throughout the industry. **OP**



Under Armour’s UA Assist 2 mirrored sunglasses have impact-resistant frames and lenses.



Charley Hull, LPGA professional golfer, in Sundog's Lorine PC TrueBlue.

Sundog Eyewear

Supreme performance eyewear meets athleisure design in this independent all-Canadian brand

BY AMANPREET DHAMI

From a brand with humble beginnings, selling just one style of folding sunglasses to gas and convenience stores back in 1983, Sundog Eyewear has grown to become a Canadian leader in the performance eyewear category.

“Our founder, Bill Hoogstraten, a born entrepreneur, was approached by another brand to sell sunglasses out of the back of his car, going from retailer to retailer,” explains Kevin Hoogstraten, director of business development (and Bill’s grandson).

“As he became more successful and accounts continued to grow, Bill and his son Rod created Sundog, with the first product being folding sunglasses that fit in your pocket,” says Hoogstraten. “They were an immediate hit, which sold, as they say, ‘like hot cakes’ under the brand name PEEKs.”

Sadly, Sundog lost its founder earlier this year, but Rod and Kevin continue to carry on the business. “Bill paved the way and was the true sense of what an entrepreneur is,” Kevin recalls fondly.



PFA Tour Canada professional golfer Jimmy Jones wearing Maverick sunglasses

Now entering its 40th year of business, family-owned Sundog Eyewear offers something for everyone who plays in the great outdoors, from golfers to runners, cyclists, anglers, hunters, or those engaged in high-impact sports.

“Our focus on sports performance comes hand-in-hand with the technology of our eyewear,” says Hoogstraten.

Today the brand operates with one simple goal: To build the best possible sunglasses at an affordable price.

“Sundog continues to push boundaries of how a sunglass can perform by creating a product that fulfills our commitment of providing outstanding value, impeccable styling, dependability, and superior protection from the elements,” says Hoogstraten.

Sundog currently has 20 full-time employees and 10 dedicated sales representatives in Canada primarily dedicated to the “golf green grass business,” as Hoogstraten calls it.

The company sells both online to consumers at sundogeyewear.ca and directly to eye care professionals, as well as to many independents such as IRIS The Visual Group. Some of the brands under the Sundog umbrella can now be found in major big

box retailers including Mark's Work Wearhouse, Golf Town and Sport Chek.

"Sundog is constantly welcoming new retailers and any interested groups can contact us directly to get started," says Hoogstraten.

TRUEBLUE LENSES

The unique point of difference in a pair of Sundog sunnies is the use of TrueBlue lenses, a trademarked lens technology incorporated into the Sundog umbrella.

"TrueBlue uses a proprietary melanin powder that is infused into the lenses to absorb harmful blue light energy when outdoors, providing a unique experience to your clients that allows them to see all colours in true balance," explains Hoogstraten. The melanin powder was developed through Sundog's longstanding partnership with Dr. James Gallas of Photo Protective Technologies.

"We created a mid-price point golf brand where our mantra was 'eyewear made for golfers by golfers.'"

With the success of Sundog's sports performance eyewear, the brand leveraged the quality of performance lenses into many of its lifestyle frame offerings.

"We call this balance of performance and design 'ath-leisure,'" says Hoogstraten.

Sundog Eyewear works with top-performing athletes while providing the average client the opportunity to be at the top of their game with sunglasses that will perform for years to come.

PGA PARTNERSHIP

Sundog's continued growth is a direct reflection of the brand's openness to change and willingness to respond to the evolving needs of the eyewear market. In the '80s, convenience stores and gas stations were the backbone of the company. In the '90s, Sundog shifted focus to performance eyewear after noticing the lack of price-competitive options in sports eyewear.

Now, Sundog delivers optimal function without the high-end price point, with head offices in Calgary, Alberta (where most of the team is located) and Tolleson,

Arizona, plus international distributors in the UK, Europe, South Africa, Vietnam and the Philippines.

Growth really picked up for the company when golf pro shops across North America made the brand popular, piquing interest from major retailers to get on board.

"We created a mid-price point golf brand where our mantra was 'eyewear made for golfers by golfers,'" says Hoogstraten. "Well-received early in-house designs, combined with endorsement from top athletes like Mike Weir, Hunter Mahan, Paula Creamer and Louise Oosthuizen, made the brand flourish."

Sundog also partners with the Canadian PGA and most provincial PGA groups as a way of introducing the brand to the next generation of golfers.

REAL-TIME RESEARCH

Sundog continues to support golf, currently endorsing the likes of LPGA professionals Paula Creamer and Charley Hull. Creamer's relationship with the company began with her US Open victory in 2010, while Hull is a more recent partner who has been climbing the LGPA charts.

Athletes from various other sports – including fishing, running, volleyball and motorsports – have partnered with Sundog through its robust ambassador program. The program enables the brand to understand how eyewear impacts athlete performance in real time, and to integrate those lessons into the design and functionality of its product range.

Through this program, Sundog is able to be a true partner, sharing the successes of both established and up-and-coming athletes.

"For us, Genuine Performance is the term we like to use for our eyewear, and the term is also synonymous with the business as a whole," says Hoogstraten. "We aim to be genuine in what we offer and how we work with our key partners in terms of suppliers, other distribution partners, and at retail."

As for the future of Sundog, Hoogstraten plans to "stay one step ahead when it comes to technology and styling, while continuing to offer a diverse line of eyewear that makes us proud and represents the core values of the brand."

He adds that nothing would make Bill prouder than for the family business to reach new heights in performance eyecare innovation. **OP**

See a Bright Future

We sat down with Dr. Brad Macario, the owner of two Specsavers clinics, an active member of the College of Optometrists of BC and a mentor to multiple eyecare professionals. Suffice to say, he's dedicated to seeing eyecare performed to its highest potential.

Q: You've been practising optometry a long time.

What keeps you motivated?

Vision is critically important to everyone. That's why Specsavers' mission of changing lives through better sight always spoke to me. The patient outcomes keep me active in my profession and community. I love when patients come in with problems and challenges that I can help fix or provide some solution for. Seeing that immediate impact and hearing their stories on how it changes their relationships, daily life and productivity is really rewarding.

I'm also able to expand on eyecare education and outcomes through a variety of roles and public health initiatives.

Dr. Brad Macario is the owner of Specsavers Scottsdale (Delta, BC) and Specsavers Sevenoaks (Abbotsford, BC).



“I like to look to the bigger picture – the continual improvement of the profession, safeguarding our patients and upholding the highest standard of care.”

- DR. BRAD MACARIO

Q: What are some examples of how you promote eyecare education?

Sports and activity are important to me, so I chose to work with the Special Olympics 'Opening Eyes' screening and accessibility program. Additionally, Specsavers is a preferred partner of the Vancouver and Abbotsford Canucks, so I'm lucky enough to attend games as one of the official optometrists to support the team when it comes to their eye health and safety.

I'm also an adjunct faculty/preceptor for University of Waterloo School of Optometry and Vision Science, and have interns working within our clinics. Specsavers is highly supportive of mentorship for the next generation of optometrists, which I appreciate. So we're thinking big – not just supporting our patients but the field of optometry as a whole.



Q: Why are your activities with the College of Optometrists of BC so important to you?

As a volunteer with the College of Optometrists of BC, it's important to me to look to the bigger picture – the continual improvement of the profession, safeguarding our patients, and upholding the highest standard of care. Specsavers is the same way, which means we bring this shared philosophy to my clinics. It's reflected in the way the Specsavers team and I support our associates and eyecare consultants. **OP**



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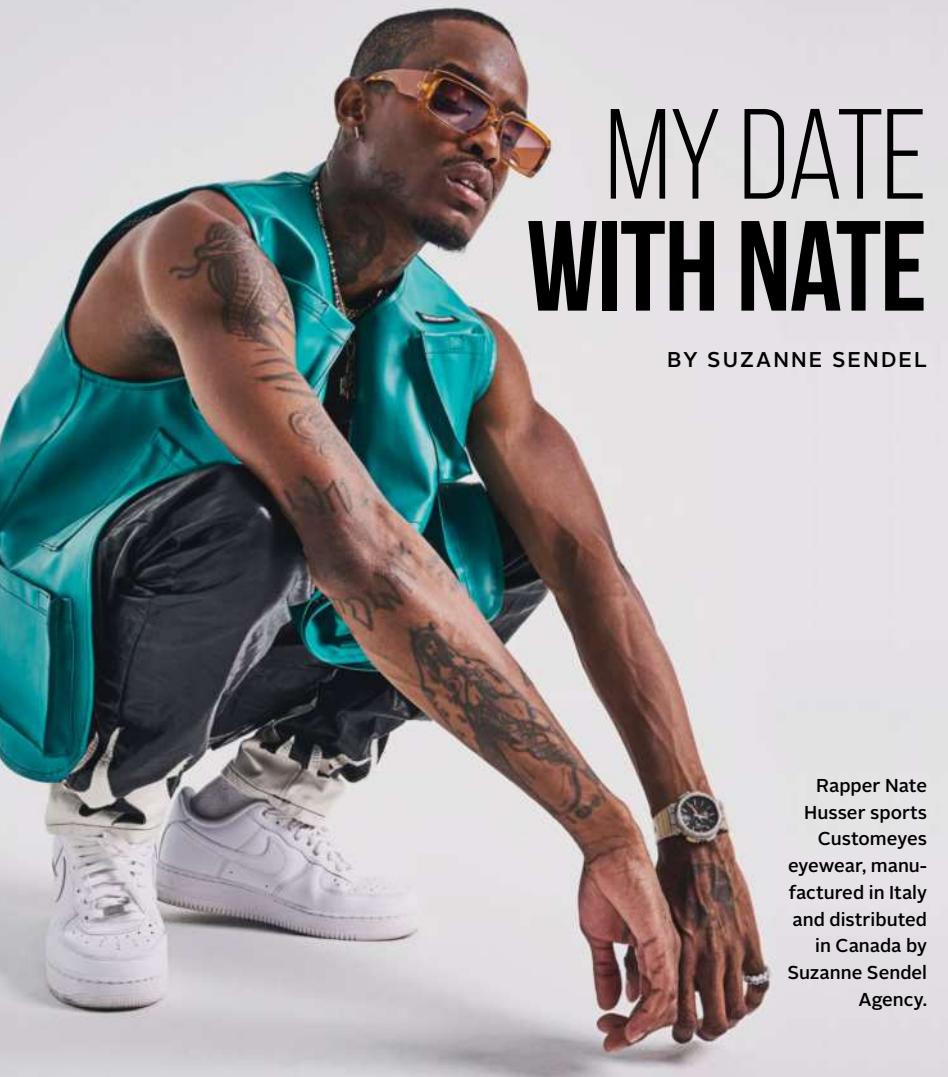


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MY DATE WITH NATE

BY SUZANNE SENDEL

Rapper Nate Husser sports Customeyes eyewear, manufactured in Italy and distributed in Canada by Suzanne Sendel Agency.

Three years ago, in the elevator of my Montreal apartment building, I met Nate Husser. We were the only passengers in the elevator, and I was immediately drawn to him. His trending style, his infectious smile, and WOW, all that bling! I thought he would make a great model for our optical collections, so I asked him if he'd be "down" to do a photoshoot with us. I offered to compensate him with some fabulous sunglasses, and to my delight, he agreed.

We exchanged contact information and arranged to do a shoot around the corner—literally—at a historic church that I envisioned as the perfect backdrop.

When I shared the news with my kids, they wanted to join in. They knew of Nate as an up-and-coming rapper (@everyonesaweirdo). I was excited to share this opportunity with them, and the shoot went flawlessly.

Going through bags of samples out on the church lawn, the kids helped Nate pick the perfect pair for each shot. He was extremely poised and photogenic as he sported Coco and Breezy, Kazoku, Catherine de' Medici and Customeyes frames. Once I shared the images on our socials, we were thrilled with the results. Nate was our hot new influencer!

Fast-forward a few years, and Nate

now lives in L.A., where he is represented by How RU? Entertainment (@howruent), one of the fast-growing talent agencies in the music world. Canadian singer Sara Diamond is also a client, along with several other leading rappers.

Before his move, I invited Nate over for dinner in celebration of his imminent success. We had a great time, and as he was leaving, we took a few pics and he referred to me as "Mama Sue." It made me smile, as we had developed a close friendship and a great respect for one another's craft. When Nate was featured on a Times Square billboard, I teared up – as any proud "mama" would do – and toasted his success.

A few weeks ago, I was asked to join a friend at her cottage. There would be water skiing, swimming, canoeing, and a barbecue to end what would doubtless be a magical day. I couldn't wait, as I hadn't taken a summer vacation this year (all my time was spent on highways 401 and 407, visiting customers across Ontario), so I was looking forward to a playful day in the sunshine.

The day before the cottage trip, I received a call from Nate, who had just arrived in town to perform two gigs. He had a photoshoot booked the following day for his new album cover and press materials. He requested that I attend the shoot and style him in our frame collections.

Although it was last-minute, it took only a second for me to agree. No matter what I had scheduled, Nate came first!

Styling for a photo shoot in a professional studio was surreal, as was the rooftop setting. There was one lead photographer and his team of six assistants. I counted 10 cameras, but I imagine there were many more.

Upon arrival, we were immediately

asked what we would like to eat and/or drink, and the assistants catered to our every need. The set itself was simple, the lighting and backdrop bright. The full focus was on our star.

Nate posed on a stool, on the floor and against a wall, sharing his energy and great vibe with the camera. The results were beyond my wildest dreams, as our frames sparkled in every shot. I was incredulous. I felt like the most fortunate person in the room.

I have met many professionals on the road to success, and there aren't too many who are as humble and kind as this performer. His gentle demeanour, soft-spoken voice and incredible presence are gifts in and of themselves.

His other gift, his music, is provocative and racy. Through his art, Nate shares his experiences, hopes, aspi-

rations, challenges and dreams. He has inspired many, including my kids, to follow his journey and support him by attending his shows.

Nate posed on a stool, on the floor and against a wall, sharing his energy and great vibe with the camera. The results were beyond my wildest dreams, as our frames sparkled in every shot.

Nate is now touring globally, and I have no doubt that he'll crush it as he travels. It takes time to build stardom, but sometimes you just know when someone is headed there!

Today, we are working on Nate's "merch" campaign, which will include custom-designed sunnies. We are also supporting How RU? Ent. in various capacities, as we are inspired by what they are creating and hope to see them continue to succeed.

Our goal in crossing over into various businesses to help support our mission is two-fold: there is the fun and entertainment factor, and then there are the results.

Thanks to my date with Nate, we are both now reaching for the stars, simultaneously. **OP**

Suzanne Sendel is the owner of Suzanne Sendel Agency, Canadian distributor of high-fashion luxury eyewear collections. She is also the creator of The Original FTG (Frames-2Go), a pouch that stores multiple pairs of glasses.

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INNOVATION

ZEISS ClearView Single Vision lens raises the standard

BY DAVID GOLDBERG

When Bryan Rossi started working at Carl Zeiss Vision as a regional manager in Cincinnati, Ohio, he thought he might stay there for five years and then move on to another business venture, but you can never predict what life has in store. Twenty years later, he has risen through the ranks to become Canadian president of the lens leader.

“It’s interesting because this industry has two sides for me,” he says. “You have the fashion and consumer side of the business, but you also have the medical side. Between the innovation of products, ever-changing technology, and being able to deliver the strongest brands in the world to the industry, it keeps me in the business.”

He adds that it’s a world with a unique niche of autonomous small businesses, and we still haven’t tapped into the industry’s full potential.

“It’s quite exciting to be able to go out there and continue to improve independence versus just working with a major retailer,” says Rossi. “I stay in the game because this job challenges me, and I like that

we’re constantly pushing forward and evolving.”

ZEISS pours a significant amount of investment back into the research and development of new products for eyecare professionals and patients alike, says Rossi. That includes the newly released ClearView lens, which offers excellent vision clarity from the lens centre to the periphery, in a lens that is flatter, thinner, and more attractive-looking than conventional lenses.

“Today’s market in the Single Vision world has two doors. One is Finished Single Vision (FSV/stock lenses) and another one is Surfaced Single Vision (made to order),” explains Rossi. “ZEISS is changing the Single Vision world with a new door: ZEISS ClearView Single Vision for both FSV and Surface SV.”

The ClearView lens delivers, on average, a three times larger zone of excellent optical vision, to provide the wearer with more clarity from the lens center to the periphery, according to ZEISS. ClearView is specifically engineered to deliver a higher level of comfort and satisfaction for the eyeglasses wearer. That comfort includes the ability for wearers to have a flatter, thinner lens – 34% flatter on average across all prescriptions.

“ZEISS is transforming the Single Vision market by bringing many aspects of freeform lens design to the Single Vision lens category,” says Rossi. “ZEISS is the pioneer of freeform technology for surfaced customized Rx lenses. We have now found a way to further utilize this technology by getting complex freeform Single Vision lens shapes into the standard Single Vision category, in surfaced and finished SV lenses. This innovation has raised the standard of a Single Vision lens.”

“ZEISS is transforming the Single Vision market by bringing many aspects of freeform lens design to the Single Vision lens category.”

— BRYAN ROSSI



ZEISS president can’t wait to see what’s next for the industry that never stops growing.

“Everybody needs to see, and it’s one of the last senses people want to give up,” he says. “We want to help our customers hold onto that for as long as we possibly can.”

Visit zeiss.ca to learn more. **OP**



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CHILDREN'S VISION

Debunking the myths

BY DR. HARRY BOHNSACK
President, Canadian Association
of Optometrists

After two years during which the pandemic has led to increased time spent indoors performing “near-work” activities on phones and other devices, more adult patients are considering a comprehensive eye exam after noticing changes in their eye health. But what about children?

As eye care professionals (ECPs), we know that vision disorders among children are a common pediatric health problem in Canada – nearly one in four school-aged children have a vision problem, and myopia is becoming a prominent epidemic. With October being National Children’s Vision Month, awareness-raising and prevention are crucial.

Let’s examine some common myths about children’s eye health.

MYTH #1

Parents would know if their child had a vision issue.

Many vision problems have no external signs, and many serious eye conditions have no obvious



symptoms. Myopia among children increased by 1.3 to 3 times in 2020 compared to the previous five years. Early intervention is essential because conditions such as amblyopia (a.k.a. “lazy eye”) need to be addressed when a child is young.

Let’s also remind our community that undetected and untreated vision problems can interfere with a child’s ability to learn in school – with 80% of learning being visual – but also affect every aspect of a child’s development (motor, language and social skills; imitation and repetition).

MYTH #2

School tests report 20/20 vision, so everything is fine.

We must remind the public that a comprehensive eye exam is much more than just an eye-chart test at school – it is essential for ensuring optimal vision and development.

Parents and caregivers should be encouraged to have children regularly visit an optometrist as

infants and toddlers before entering school, and annually thereafter.

Also, it is always good to mention that the eye exam cost for children is covered by many provinces.

MYTH #3

Limiting screen time is enough.

Screen time recommendations vary from infants to school-aged children. Other tips like an adequately positioned computer screen to prevent eye strain, eye-friendly rooms, regular breaks, and the 20-20-20 rule all contribute to protecting children’s eye health.

Outdoor activities also help kids develop their full potential. An increase of about 76 minutes per day is needed to obtain a 50% reduction in myopia in children. However, while encouraging sports rain or shine, ECPs should remind parents that protective eyewear can not only prevent eye injury, but also improve performance!

While examining patients and outlining prevention for their next of kin, Children’s Vision Month can be a great opportunity to increase awareness of children’s eye health and vision care ... all year long. **OP**

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

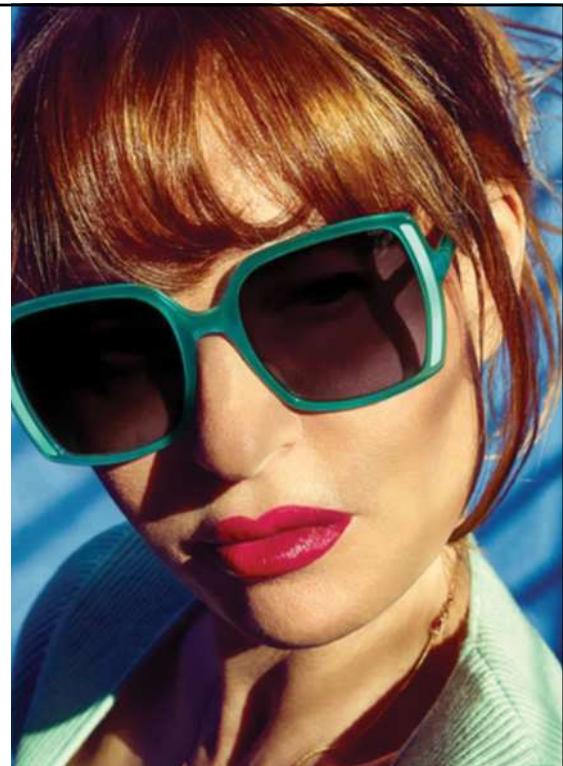


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LISTEN UP!

Handling difficult customers starts with listening

BY NANCY DEWALD
Lead Up Training and Consulting

Difficult customers. We all encounter them, and it can be very disheartening. It is true that we can't control the behaviours of our patients, but we can influence how they respond by our own actions.

Only 10% of conflict is due to a difference of opinion – 90% is due to the delivery and tone of voice used in the interaction. So, based on this statistic, we can manage these situations and even learn from them.

Here's how to proceed for the best possible outcome.



LISTEN

Practice active listening rather than passive listening. Active listening means concentrating on everything the customer is saying so that you clearly understand why they are upset. Passive listening means only absorbing part of the message and not paying full attention to the emotions behind their communication.

Most people do not listen with the intent to understand; they listen with the intent to reply. To ensure that you fully understand your customer, clarify or paraphrase



ONLY 10% OF CONFLICT IS DUE TO A DIFFERENCE OF OPINION – 90% IS DUE TO THE DELIVERY AND TONE OF VOICE USED IN THE INTERACTION.

what you believe you heard – it goes a long way and avoids trying to solve the wrong issue.

When dealing with written communication, read the customer's inquiry twice before you respond. Focus on the words they are communicating and not the anger behind their words.



SHOW EMPATHY

Empathy means you understand how they feel – whether or not you agree with them.

As you have difficult conversations with customers, showing empathy will help de-escalate the situation

and show the customer that you respect them and are listening to them.



THANK THEM

Thank them for bringing the concern forward and giving you a chance to resolve it.

I know this is the last thing you want to do, but the truth is, it's better that they bring a problem to you than telling 30 of their closest friends. I always say feedback is a gift, as it allows you to uncover opportunities to improve.

If it is clear that the situation requires an apology, do so in a sincere and authentic manner.



KEEP CALM

Maintaining a professional demeanour is essential, so it is important for anyone who deals with the public to learn not to let frustration get the better of them.

When dealing with an angry customer, it may be tempting to match their tone of voice. Yet this should be avoided at all costs, as it will only worsen the situation (remember the 90% statistic).

By remaining calm and keeping your voice low, the customer will be more likely to match your behaviour. Remember to breathe!

If you are dealing with written communication, proofread or review any response for aggressive language.



SAY THEIR NAME

“A person’s name is to that person the sweetest and most important sound in any language.” This quote from Dale Carnegie, author of *How to Win Friends and Influence People*, says it all.

Using the customer’s name shows you care. It is a sign of respect that acknowledges their “person-hood.” It also reminds the customer that you are a real person, too.

That said, do not overuse names; addressing someone by name too much can be awkward and may come across as phony.



BUILD TRUST

It is likely that the level of trust an angry customer has for your company has been damaged, and it is important to rebuild and maintain that trust moving forward.

Be honest and transparent with the customer. Give them a behind-the-scenes view of things, so perhaps they can even empathize with you.

Consider the following to build trust with a customer:

- Take responsibility for the mistake, using simple statements like “we messed up” and “this is completely our fault.”
- Use positive language like “Let me find out for you” instead of “I don’t know.” Also use words like yes, absolutely, certainly, etc.

customer’s anger personally; it often has nothing to do with them, and usually it’s about something going on personally for the customer.

Just because a customer is unhappy at the time does not mean they will stay that way. Your role is to give them an outlet to voice their opinion AND to listen to them. Once you resolve their issue, you will have a loyal customer for life.

The proof is in the pudding. While my son was working for a large grocery chain as a cashier, I came

SET YOUR TEAM UP FOR SUCCESS WITH PROPER TRAINING – OR AT THE VERY LEAST, TEACH THEM TO JUST LISTEN.



RESOLVE THE ISSUE

The primary goal when handling an angry customer is to resolve their issue. It may be as simple as asking what you can do to make it right for them.

If you discover that you cannot resolve the issue immediately, be honest with the customer. Set expectations with them so they know when their issue will be resolved. More importantly, meet those expectations – and if you can’t, let them know ahead of time so you don’t further damage the relationship.

When your staff has had to deal with a difficult situation, be supportive and give them time to process. Remind your staff not to take a

across a stack of comment cards. Customers had completed them in store and handed them in to customer service, who passed them along to my son.

Many were compliments about how helpful he was. Several customers said they had been upset when they came in, but he took the time to resolve the issue.

When I asked why he had not showed the cards to me, he said simply, “Oh, I get lots of those.”

When I inquired about how he deals with angry customers, his response was, “I mostly just listen.”

Experiencing an angry customer, while unfortunate, is often unavoidable. Set your team up for success with proper training – or at the very least, teach them to just listen. **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.

marketing4ecps

GROW YOUR PRACTICE IN 2022!



FEBRUARY



MARCH



APRIL



JUNE



JULY



AUGUST

OPTOMETRY MARKETING CALENDAR			
PRODUCTS	ACTIVITIES & TACTICS	ADDITIONAL INFO & PLANNING OF TACTICS	METRICS REPORTING & CRITERIA
Website	Website Monitoring, Hosting, Reporting, Content, SEO	Website Traffic, Load Speed, Responsiveness, New vs. Returning Visitors by Device	
Facebook & Instagram Posts	Facebook Posts to promote services, media, promotional posts on Facebook and Instagram	Ad Clicks	Ad Clicks
Social Listening	Facebook posts to place on your website	Ad Clicks	Ad Clicks
Video Library	Facebook posts to place on your website	Ad Clicks	Ad Clicks
Social Media Strategy	Facebook posts to place on your website	Ad Clicks	Ad Clicks
Organic Performance Monitoring	Facebook posts to place on your website	Ad Clicks	Ad Clicks
Tracking Portal	Facebook posts to place on your website	Ad Clicks	Ad Clicks
Lead Source	Facebook posts to place on your website	Ad Clicks	Ad Clicks

Watch the recorded webinar and download the marketing calendar, playbook and social posts at marketing4ecps.com/2022-marketing-plan.

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10 WAYS TO MARKET CONTACT LENSES

BY KERI SCULLAND,
Marketing4ECPs

The world of contact lenses is vast – there are so many different types, from modalities to materials today, that more people can wear them comfortably than ever before.

So, how can you get the word out? Many people are already familiar with soft lenses, but what about scleral lenses? How can you tell them about contact lenses for myopia control? Multifocal? Keratoconus?

The answer is right at your fingertips.

1 WEBSITE

Your website is often the first impression of your practice for new patients. Having the types of contact lenses you carry available on your site gives them an idea of what you have to offer.

Creating a contact lens page helps you show up in search engines and teaches your patients about the brands you carry, new technology, and materials that can make wearing contact lenses more comfortable.

Make sure you have the text and description of the brands you carry, not just the logo, as Google can't distinguish a logo.

2 FACEBOOK

Whether you have a modest following on Facebook or a large one, this social media platform offers a great opportunity to give more information about the types of contact lenses you offer.

Facebook allows for longer posts, so you can get more information in front of your patients.

3 INSTAGRAM

Instagram has grown in popularity in recent years, and it's a great way to reach your existing followers as well as new people who may not already follow your account. Photos are a major piece of marketing on Instagram, so ensure that you use high-quality, interesting images to capture your audience.

4 YOUTUBE

Videos are always a captivating way to engage people in your area and around the world. Creating short videos about the contact lens brands and types of contact lenses you offer can help educate your new and existing patients.

5 DIGITAL ADS

Traditional billboards are a thing of the past, but digital billboards are all the rage! Digital advertising gets your message out across the Internet. Those small ads at the tops of pages, along the side, and in Google are all digital ads. You can create dynamic messaging that changes from site to site, and Google will put it all together for you.

Facebook, Instagram and YouTube are all great places where digital ads can reach patients from platform to platform.

6 E-MAIL BLASTS

You already have so much of your patients' info; why not use it? You can get important information about contact lenses, your practice, and reminders right into their hands with an e-mail blast.

E-mail marketing allows you to send promotions and information with ease, directly to their inbox. Not to mention, it's a great way to remind patients they are overdue for a new

supply and to drive them to your online contact lens store.

7 IN-OFFICE MARKETING

Signage in your office can remind your patients about information they may have already seen on your website, social media, or through your e-mail marketing. Keeping a consistent message across all of your marketing reminds them to ask about coloured contacts, myopia control, and more!

memory – and patients find it helpful when someone else is keeping tabs on their supply so they don't run out.

10 WORD-OF-MOUTH

Your reputation online and in person is incredibly important. Happy patients are more likely to tell their friends and family about the amazing optometry services you offer and the great products you have available.

Combining these marketing solutions with your consistent branding will help educate and remind your patients of the many brands and types of contact lenses you offer.

8 PROMOTIONS

People love a good deal. If you can offer price matching or special promotions when they buy contact lenses from you, they may be less likely to go searching online (e.g. "Get 20% off your annual supply when you schedule a contact lens eye exam!").

While your patients are attending their eye exam, ask them if they are interested in contact lenses! Talking about new products and how they can benefit your patients may encourage them to try something new.

Combining these marketing solutions with your consistent branding will help educate and remind your patients of the many brands and types of contact lenses you offer. The more they know, the more likely they are to try something new.

We invite you to download a FREE file of ready-to-use social media posts made specifically to help market contact lenses, available here: marketing4ecps.com/resources/contact-lens-downloads. **OP**

9 PERSONAL REMINDERS

Your records system offers a wealth of information. If your patients are already buying contact lenses from you, you can often tell when they are due to buy more. A friendly phone call, e-mail or text message reminder may boost their

Keri Sculland is an expert writer and editor at Marketing4ECPs. As a content and communications specialist, Keri has been writing academic and professional articles for newspapers and magazines across North America for more than a decade. Read more about Keri and Marketing4ECPs at marketing4ecps.com.



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OPTICAL PRISM | CALENDAR

EVENTS CALENDAR

OCTOBER

October 15 & 16, 2022

Event: Western Conference 2022
Place: Burnaby, BC
Website: opticians.in1touch.org

October 16, 2022

Event: Optifair Canada
Place: Vaughan, Ontario
Website: aoece.com

October 19-21, 2022

Event: Vision Plus Expo
Place: Dubai, United Arab Emirates
Website: vpexpodubai.com

October 20-22, 2022

Event: AAO Annual Conference
Place: Edmonton, Alberta
Website: optometrists.ab.ca

NOVEMBER

November 11-13, 2022

Event: Dry Eye Innovation Summit
Place: Toronto, Ontario
Website: dryeyesummit.ca

2023 JANUARY

January 27-29, 2023

Event: Opti 2023
Place: Munich, Germany
Website: opti.de

2023 MARCH

March 16-19, 2023

Event: Vision Expo East
Place: New York, New York
Website: east.visionexpo.com

2023 SEPTEMBER

September 8-10, 2023

Event: 4th World Congress of Optometry
Place: Melbourne, Australia
Website: worldcouncilofoptometry.info

Freedom REIGNS!

BY JANET LEES

Under Armour's new UA Attack2 sunglasses from Safilo support first responders and their families as part of the brand's Freedom Project. These frames offer a Pinnacle level of protection, with a TR90 full rim great for fishing and other outdoor activities, and tall but thin temples. Since 2011, the Freedom Project has received \$22 million in donations, with a total of \$7.2 million in 2021 alone. All funds go to supporting frontline workers, first responders, active-duty military, veterans, and families of the fallen.





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Contact your HOYA Territory Manager for more information
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