

40 OPTICAL PRISM

YEARS

October 2023 | Vol. 41 | No 10





LACOSTE



40 YEARS OPTICAL PRISM



October 2023 | Vol. 41 | No 10

MEET YOUR MATTE

The latest matte frames
are anything but flat

TACKLING TURNOVER

Strategies for creating a
strong workplace

SUPPLY & DEMAND

Canada's optician
shortage

GO WILD
WITH ANIMAL
PRINTS!

TRANSITIONS TRUTHS

Myths, busted

FASHION FALLACIES

Real advice to
up your styling
game

Myth BUSTING

Setting the record straight on some long-held misconceptions
about eyewear and eye care

“Our team is dedicated to meeting a very high standard, and our customers are recognizing it.”



Rachel Perez, RO
Retail Partner

Join a partnership that gives you access to a new, fully-integrated store with advanced technology, that's committed to a high level of professional and product excellence.

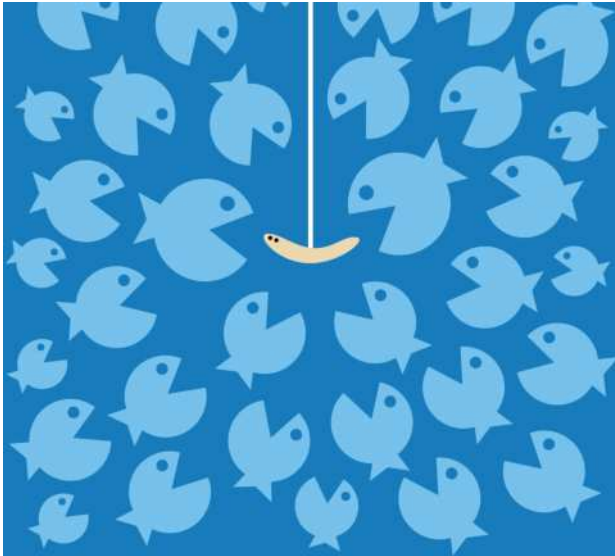
Make ownership a reality today. Your store start-up costs are on us when you join as a business owner.

Limited opportunities remain. Secure your location today at join.specsavers.com/ca

Specsavers

40 YEARS OPTICAL PRISM

October 2023 | Vol. 41 | No. 10



FEATURES

18 Mythbusters:
Optical Edition
By David Goldberg

22 STYLE EYES
Animal Attraction
By Suzanne Lacorte

24 Eyewear Styling Myths
By Amanpreet Dhami

COLUMNS

28 LENS TECH
**Transitions Myths,
Busted**
By David Goldberg

32 IN THE FRAME
Meet Your Matte
By Suzanne Lacorte

33 OUTLOOK
Children's Vision
By Dr. Martin Spiro

NEW COLUMN

34 OPTICIAN VISION
Supply & Demand
By Robert Dalton

36 SUCCESS STORY
**Helen Whitaker,
Secure Vision**
By Nick Krewen

39 EYE OPENER
Turnover Truths
By Nancy Dewald

41 MARKETING INSIGHTS
Showing Up on Google
By Jeff Shermack

DEPARTMENTS

8 Editor's Letter

10 Fresh Looks

44 Last Glance

NEXT ISSUE

- › Independent Canadian eyewear makers
- › Opticians & optometrists who are going it alone

PUBLISHER/CREATIVE DIRECTOR

Suzanne Lacorte
289.678.1523 x 1
slacorte@opticalprism.ca

ASSOCIATE PUBLISHER

Nick Samson
289.678.1523 x 2
nsamson@opticalprism.ca

ADVERTISING SALES

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

ART DIRECTOR

Cathryn Haynes
cat.haynes@opticalprism.ca

DIGITAL CONTENT MANAGER

Samantha Budd
sbudd@opticalprism.ca

CONTRIBUTORS

Robert Dalton, Nancy Dewald, Amanpreet Dhami, David Goldberg, Nick Krewen, Jeff Shermack, Dr. Martin Spiro

Optical Prism (ISSN 0824-3441) is published 12 times a year by Quince Communications Inc.

RESPONSIBILITY

Quince Communications is not responsible for the opinions or statements of its editors or contributors. All rights reserved. Reproduction of any article, photograph or artwork is strictly prohibited.

SUBSCRIPTIONS

Non-paid subscriptions to *Optical Prism* are limited to optometrists, opticians, ophthalmologists and buyers and key executives at retail chain store headquarters.

POSTMASTER

Send address changes to Optical Prism, 564 Rosedale Cres, Suite 100, Burlington, Ontario, Canada L7N 2T1 or email info@opticalprism.ca



GST Registration Number: 88541 6529 RT001.

Printed in Canada by acorn | print production Canada Post Publications Mail Sales Product Agreement No. 40040464



Contour Collection
by Kirk & Kirk



opticalprism.ca

“The advanced clinical equipment is a unique offering.”



As a company founded by and for optometrists, Specsavers keeps the business decisions in the hands of our network of professionals.

Peer-driven, clinical steering committees enable independent clinic owners to collaborate, enhance their practice, and achieve their eye health goals. This is a central part of making sure that optometrists have the support they need and access to the right technology, so they continue to improve eye health outcomes for everyone. Our optometry partners get to work with a new, fully-integrated clinic, complete with advanced equipment. It's the perfect foundation to make a positive impact in their community, and deliver the best possible health outcomes for their patients.

Together, we can work towards a world-leading detection rate for eye conditions like glaucoma and diabetic eye disease.

Limited opportunities remain.
Secure your location today at join.specsavers.com/ca





Dr. Stephanie Kwan, OD
Optometry Partner

Specsavers

VENDOR CORNER

NEW

POWERED BY
OPTICAL PRISM

The Ultimate Resource For Eye Care Industry Vendors

- **FREE** platform designed with our valued supplier partners in mind
- Offering resources and business tips
- Growing library of educational content on various topics and disciplines.
- Engage in lively discussions on Eyecare Vendors on Facebook
- Build relationships, exchange ideas and gain inspiration

TOTAL
CONSULTING
FOCUS

Trudi Charest,
President & Content Creator,
Total Focus Consulting

Subscribe for **FREE** at Vendor Corner

opticalprism.ca

Style to Sell

AS SEEN ON
THE SOCIAL
& CITYLINE



- 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. LYNDESE KAY, Waterdown Optometric



CONNECT • CREATE • CONVERT


bespectacular.com/optical @bespectaculartraining

Call Shilling for Cases



SHILLING
Optical

416.630.4470 | 1.800.263.1402 | www.shillingoptical.com



**Confidence
through evidence.
That's MiYOSMART®.**



MiYOSMART®, the smart way to
manage myopia in children.

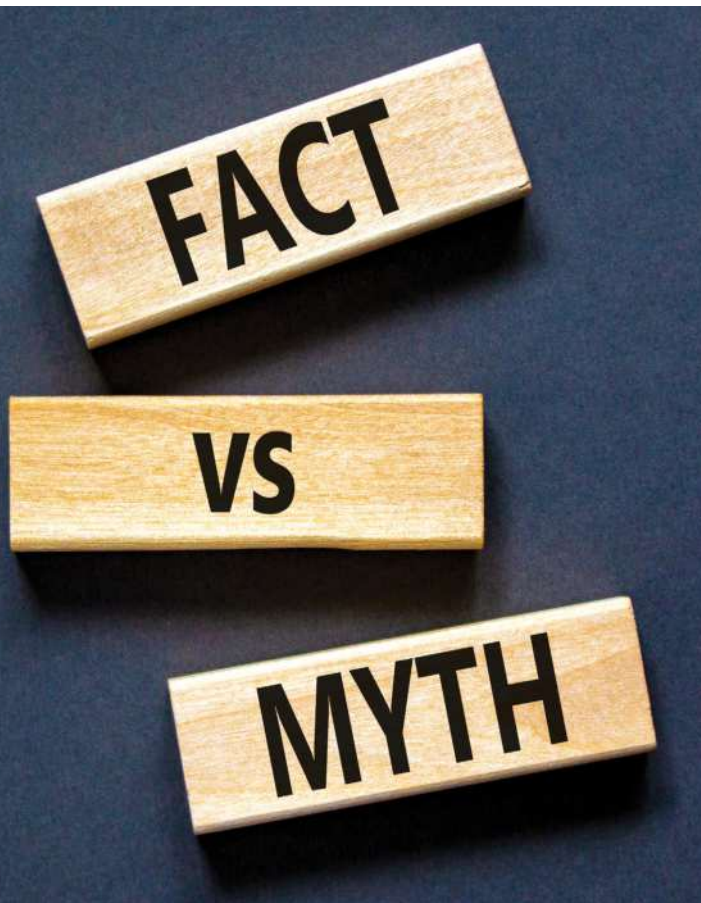
**Evidence is key to providing myopic children with
clinically proven solutions at a critical time.**

**25+ publications are available from across the
globe on MiYOSMART® spectacle lenses.**

**To learn more, please visit:
hoyavision.com/en-ca/miyosmart/miyosmart-evidences/**



HOYA
FOR THE VISIONARIES



40 YEARS

SERVING CANADIAN
EYE CARE PROFESSIONALS
FOR OVER FORTY YEARS

The word “myth” has two definitions. One is “a widely held but false belief.” And the other is “a traditional story” that explains the history of a group. In the case of eye care and eyewear myths, the stories might have been true at one time but have since been debunked, showing how far our industry has come.

In this issue, we bust myths of all types in order to help ECPs better serve their clients and achieve greater success.

Instead of focusing on the myths, I’d like to point to some of the truths you’ll find in the following pages:

- Contact lenses and children’s eyewear can help your practise be more successful. In our opening feature, assistant editor David Goldberg looks at truths like this that will help ECPs improve patient care and boost customer retention.

- When styling eyewear, balance, proportion and contrast are much more important than face shape. For our second feature, writer Amanpreet Dhani spoke to our resident styling expert Wendy Buchanan to set the record straight on how to help your clients choose glasses they’ll love.

- Transitions lens technology has come a long way since its early days. In our Lens Tech column, assistant editor David Goldberg dispels some common myths about Transitions photochromic lenses that no longer apply.

- 70% of Canadians go online to search for medical and health-related information, including information about their eye health. With this in mind, Jeff Shermack from Marketing4ECPs explains how to make your practise more visible on Google in our Marketing Insights column.

- 25% of workers switch jobs every year. In our Eye Opener column, Nancy Dewald from Lead Up Training and Consulting explores how to reduce employee turnover.

- It’s a common misconception that kids with 20/20 vision don’t need an eye exam, but visual acuity is only part of the picture when it comes to eye health. With October being Children’s Vision Month, Canadian Association of Optometrists president Dr. Martin Spiro addresses this and other truths about children’s eye health in his Outlook column.

- This issue also introduces a new regular column called Optician Vision by Robert Dalton, executive director of the Opticians Association of Canada. In this first instalment, he examines the shortage of eye care professionals – particularly opticians – in Canada. It’s a truth that “presents a complex challenge that requires careful consideration to maintain a delicate equilibrium between supply and demand,” he writes.

This is just a taste of the factual information and take-home advice presented in this issue of *Optical Prism*. Of course, you’ll also find lots of spectacular eyewear in the following pages ... and that’s the truth!

A handwritten signature in black ink, reading 'Janet Lee.' with a stylized flourish.

f @ in opticalprism.ca/subscribe-now

Follow us on social media and subscribe to our mailing list for the latest eyewear and eye care news.

Varilux® XR series™

Varilux®

#1 progressive lens brand

recommended by optometrists and opticians²



The best overall progressive lenses¹.

Ask your eye care professional about
Varilux® XR Series™ lenses.



essilor

© Essilor International - July 2023 - All rights reserved. Varilux® and Varilux® XR series™ are trademarks of Essilor International.
(1) Based on achieving the highest composite score among premium progressive designs of leading U.S. competitors identified as important by a survey of U.S. consumers. Measurements were the result of Essilor R&D state of the art avatar simulations 2022.
(2) Survey conducted in 2018 by an independent third party, sponsored by Essilor. Results were reported by independent opticians and optometrists.



AnnAcronista



BAYRIA EYEWEAR

Bayria pays homage to iconic fashion journalist Anna Piaggi with AnnAcronista, a 100-piece limited edition. This butterfly optical frame in black acetate has a contrasting beige plate that comes through in bevelling around the lens.

For more information, contact your Bayria Eyewear sales representative or visit: bayriaeyewear.com

CARRERA

The Flag collection is inspired by one of Carrera's most iconic and recognizable details: the "C" logo. Model 1134 is an oversized square optical frame in acetate, with distinctive metal details on the double bridge and on the temples, and the embossed CARRERA logo as an eye-catching touch. Available in Matte Black, Grey, Brown Horn, and Black.

Another bold optical frame, style 1135 features a drop shape in metal, with graphic colour touches on the front and the embossed CARRERA logo. Colourways include Gold, Matte Black/Gold, and Matte Black/Dark Ruthenium.

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



1134



1135



FOSSIL



FYSH

WestGroupe's FYSH has launched six new models for fall. Style F-3720 is an oversized square frame with strong colour combinations such as Black Rose Gold, Fuchsia Black, Red Gold, and Moss Rose Gold. F-3723 has a flat metal front, engraved lattice design on the brow bar, and vibrant hues inspired by the deep, rich tones of autumn foliage. Available in Black Rose Gold, Eggplant Rose Gold, Terracotta Gold, and Teal Rose Gold.

Model F-3724 has a modified rectangular eye shape with a gentle upsweep that is soft and feminine. Colourways include Aqua Hazelnut, Amethyst Smoke, Black Cranberry, and Rosewood Marble.

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



F-3720



F-3724



F-3723



JF1539



JF1540

J.F. REY

J.F.REY's new line of optical frames for men is robust, lightweight and sophisticated. The Acetate series offers a range of frames that rethink innovative Flex hinges around acetate faces, with stainless-steel temples, carbon or glass fibres, and acetate end tips.

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

Style Featured: MO-1212-U



M **MOLESKINE**
EYEWEAR COLLECTION

WestGroup | www.westgroupe.com | 1-800-361-6220

LA MATTA

La Matta Eyewear recently launched a new collection comprising nine new models.

Colour meets pattern in this bold style, where the large dimensions of the front are accentuated by strong and vibrant colours such as purple, green and black. On the temples, a precision casting process further embellishes the frame.

For more information, contact your Shilling Optical sales representative or visit: shillingoptical.com



LM3350



GIGI STUDIOS

The VANGUARD Optical FW 23/24 collection from GIGI comprises eight acetate designs, including PHOEBE and AMAIA in a two-layer acetate mix that produces unique transitions and gradients.

The brand has also expanded its men's collection of optical and sun designs. The HAWKING style, made of titanium and acetate, stands out for its lightness and elegance.

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




AMAIA



HAWKING



PHOEBE



**Choose
Independent
Optometry.**

**Choose
Freedom.**

MAKE YOUR OWN DECISIONS, GROW YOUR PRACTICE

Visit eyerecommend.ca to join a network of independent optometrists across Canada.





KIRK & KIRK

This independent British brand's new Contour Collection contains five shapes named after each member of the Kirk family: Emma, Zara, Layla, William and Van. The fronts are hand-crafted from bespoke Italian acrylic, which is then sand-blasted to create a matte finish. The temples are cast in Alpaca Silver, favoured by jewelry designers.

All styles are available in eight colours: Jet, Glacier, Smoke, Jungle, Admiral, Candy, Indigo and Carmine.

For more information, contact your Kirk & Kirk sales representative or visit: kirkandkirk.com



TOM FORD

The iconic Whitney frame worn by Charlize Theron, Keira Knightley and Angelina Jolie now comes in new variations. The design's distinguishing element is its graceful "infinity cross" that creates a butterfly effect.

The Nicoletta is a limited-edition titanium frame, while the Bettina, Fernanda and Jada styles all feature the Tom Ford signature metal "T" insert at the temple.

For more information, contact your Marcolin sales representative or visit: marcolin.com



FT1067
Nicoletta



FT1070
Jada



FT1069
Fernanda



WELCOME TO THE WORLD OF BEST VISION

The ideal lenses for every visual situation:
Biometric Intelligent Glasses



For more information please contact your
Centennial Optical lens representative.



FEATURE

MYTH BUSTERS

OPTICAL EDITION

Experts challenge some common misperceptions about eyewear and eye care

BY DAVID GOLDBERG

Misconceptions can influence how eye care professionals treat patients or run their practice, so *Optical Prism* spoke to eye care professionals across North America to set the record straight.

Dispelling these myths serves to improve care and boost patient retention, offering ECPs an opportunity to better serve their patients, write more prescriptions and be more successful.

MYTH 1: Prescribing contact lenses is not financially viable for your business.

“There’s solid evidence that you can use contact lenses to build your business quite nicely,” says Lyndon Jones, director of the Centre for Ocular Research & Education (CORE) at the University of Waterloo’s School of Optometry & Vision Science.

Some ECPs worry that contact lens patients will spend less money and eat up more appointment time. But Jones disputes that notion in a recent paper in which he and his co-authors argue that compared to a traditional spectacles wearer, contact lens patients stay longer with an ECP, refer more new patients, and are dual wearers who will buy spectacles in addition to contact lenses.

If ECPs are worried about losing their own time to contact lens fittings, Jones points to the fact that this task is typically delegated to other staff members. But even in a smaller operation where an optometrist might find themselves fitting contact lenses, Jones says this shouldn’t be a deterrent.

“You will likely lose one spectacle appointment, but you’ll get that paid back in spades through referrals and continued business from that patient over a lifetime.”

MYTH 2: Children are less successful with contact lenses.

Kids can’t clean contact lenses properly. Kids can’t take their contact lenses out when they are supposed to. These are long-standing myths about kids and contact lenses that stop some ECPs from prescribing, but Jones says there’s a lot of misinformation on this issue.

In fact, kids and teenagers are more compliant with lens wear than young adults – studies show university-aged adults are the worst age group for contact lens hygiene and reported complications. But why? Jones says it’s likely because kids are supervised by their parents, whereas university students are newly independent and take more risks.

“Historically, ECPs have started to feel comfortable fitting contact lenses on kids in their late teens, when their prescription had stabilized and when they felt they could be trusted to look after their lenses,” he says.

“But now, because of all the work on myopia management, where we’re fitting six-, seven- and eight-year-olds, we have good evidence that fitting kids is not more complex than fitting adults. The fitting time is identical.”

The only task that takes more time is teaching kids how to put contact lenses in for the first time, says Jones, noting that on average, this takes 15 to 20 minutes longer than teaching adult patients.

MYTH 3: If a patient doesn’t like their new glasses or contacts, it’s just because they’re not used to them yet.

Since Jones started working at CORE in the 1980s, discomfort has always been the number one reason for patients ditching their contact lenses. That’s why this myth is partially true.



Dispelling these myths serves to improve care, boost patient retention and offer ECPs an opportunity to better serve their patients.

“If you look at patients who drop out of lenses because of discomfort, and you look at a couple of studies where they subsequently refit that person with new lenses, about two-thirds of them could actually be refit and get back into lenses comfortably,” says Jones.

Many patients can benefit from advances in lens material technology and the rise of daily disposable lenses, but there’s no single solution, and sometimes discomfort has nothing to do with the contact lens.

FEATURE

“It may well be that no matter what lens material or frequency of replacement you use to fit that patient, if the ocular surface isn’t perfectly healthy, they’re not going to succeed with anything,” says Jones. “So, make sure that every contact lens patient has a thorough assessment of their tear film, lids and meibomian glands. If there are issues, then sort these out and your contact lens patients will be much more likely to succeed.”

Spectacles are subject to the same myth. Patients will say they can’t see properly out of their new glasses within the first two or three weeks, and some ECPs will say they just need more time to adapt.



Doing right by your patients means thinking beyond the myths, and going the extra mile to ensure that your patients leave your office with everything they need.

But according to Robert Dalton, executive director of the Opticians Association of Canada (OAC), breaking in a new pair of glasses isn’t like breaking in a new pair of shoes. And today’s opticians are better trained than ever before to handle this situation thoughtfully.

“Taking that extra 10 to 15 minutes to run some quick diagnostics is building confidence for the patient at a minimum,” says Dalton. “And at a maximum, it can help identify a problem that may present itself as new or intermittent.”

MYTH 4: One pair of glasses can handle all of a patient’s needs.

“That is definitely a myth,” says OAC’s Dalton. A general pair of glasses for everything will get you by, but patients and ECPs are shortchanging themselves by not exploring multiple pairs of glasses. Today, vision solutions exist for seemingly any hobby, from fishing and hunting to aviation and ping-pong.

“We take a second and explain to patients that they need many tools to solve their problems visually, and then we can move them into one, two or three pairs, which can solve one, two or three issues,” says Dalton. “When they sit down at the piano, hobby table, computer or whatever the case may be, they put on that specific pair of glasses and that’s the tool to solve it.”

And the stats don’t lie: nearly 40% of people with glasses wear two or more pairs daily, according to The Vision Council in the US.

MYTH 5: Less information is better when dealing with patients.

“When I explain everything that I’m doing, patients feel like they’re getting a more thorough eye exam,” says Dr. Kristie Nguyen, an optometrist for nearly 20 years in Winter Park, Florida.

“In my experience, many ECPs may not have the time for patient education due to the higher volume [of patients] that must be seen in order to offset those coming in with vision insurances. But I think it is better to take the time to educate them so they understand what’s going on. Then they’re more proactive in maintaining their eye health.”

It’s a win-win for the doctor and patient. Nguyen says she knows some doctors who minimize chair time by delegating the collection of patient data prior to an exam. But reduced direct interaction can lessen the doctor-patient rapport that could lead to more understanding of the patient’s visual needs or concerns.

Nguyen’s patient philosophy makes the people in her chair feel calm, safe and informed. And of course, patients who feel like this are more likely to stay loyal to that ECP and recommend them to others.

MYTH 6: Every patient reads at 40 centimeters.

Asking the right questions is important, says Nguyen, adding that many ECPs only think about prescribing glasses based on a reading distance of 40 centimetres, but that doesn’t work for everyone in the digital age.

In today’s world, computer screen placement can vary anywhere from 40 centimetres for a desktop monitor, to a shorter distance for laptop viewing, and even closer still when using a smartphone.

“Not every patient is going to fit into that 40-centimeter model,” says Nguyen. “So when we ask additional questions about where they like to hold something to read or about the position of their computer monitor at work, that gives us the option to prescribe an additional prescription.”

She urges: “Just ask that extra question.”

According to a 2017 Japanese study, the average viewing distance of a smartphone could be as close as 13 centimetres sitting down, or less than 10 centimetres while lying down. The Canadian Centre for Occupational Health and Safety recommends keeping an arm’s-length distance to view a computer monitor.

These are just a few of the myths that ECPs encounter on a daily basis. Think beyond the myths and go the extra mile to ensure your patients can thrive with top-notch service and vision solutions for all. **OP**

The
eyewear
universe.

MASCELLI • MIRE GROUP • SILVIA BACALOTTI • ARTIFICIAL INTELLIGENCE



FEBRUARY 3-5, 2024
Fiera Milano, Rho

STYLE EYES

ANIMAL ATTRACTION

Animal prints are everywhere this season – including eyeglasses! From zebra to leopard, and even some that add colour into the mix, these frames are bold, stylish, and sure to bring out the wild side in even the most demure customers

BY SUZANNE LACORTE

1.



2.



3.



4.



5.



6.



7.



8.



Style TIP

The key to styling animal prints is balance.

Paired with a sleek black suit jacket or a classic silhouette dress, the eyewear takes centre stage as a chic and fierce fashion accessory.

- WENDY BUCHANAN,
Eyewear Image Expert

1. Lanvin LVN2645 by Marchon. 2. Inouie by Lafont. 3. Get Together by OGI Eyewear. 4. Lana by Joiuss. 5. Leopare by Dolce & Gabbana. 6. kate spade new york Rosalind by Safilo. 7. 3295-V by Persol. 8. B-976 by WestGroup.

FEATURE

STYLING

A close-up portrait of a woman with dark hair and round glasses, looking slightly upwards. She is holding a white pom-pom in her hand. The background is a vibrant, colorful floral pattern. The word 'STYLING' is written in large, white, serif capital letters across the top of the image.

MYTHS

Eyewear image expert Wendy Buchanan dispels three common eyewear fallacies and provides tips on how to help your clients up their styling game!

BY AMANPREET DHAMI

There are tons of misconceptions in the optical industry about the best way to style eyewear. Combine that confusion with some outdated ‘rules’ still in common practice, and the result is often eyewear fails, or at the very least, a ho-hum outcome.

To bring you up to date with the most cutting-edge information on eyewear styling, we spoke with Wendy Buchanan, eyewear image expert and sales trainer at Be Spectacular. An optician who has been in the optical industry for more than 35 years, Buchanan trains eye care professionals on how to conduct eyewear consultations using her trade-marked eyewear styling system, which combines fashion science with optical sales training.

Buchanan shares some of the style myths she typically encounters, along with truths and tips to help you successfully style your customers with stunning eyewear, leading to increased sales and glowing reviews!

MYTH #1:

Face shape is the best way to fit frames.

Believe it or not, face shape is the worst place to start when it comes to a client consult!

“This is the biggest point of frustration for consumers, because people don’t know what their face shape is, and they are looking for expertise and credible opticians who do,” says Buchanan. Instead of helping clients, the face shape conversation often leads to a lot of confusion and misinformation.

Buchanan recalls a situation that resulted in a loss of trust with a client due to the dreaded face shape conversation. “The client

said to me, ‘I’m a square face shape’ and then asked me, ‘What do you think?’ I broke my own rule – I disagreed on the square shape and told her that her face was heart shaped, because that was what I saw. I then fit her with frames for a heart-shaped face.”

Weeks later, the client returned saying that she had shared with friends at a dinner party Buchanan’s opinion that her face was heart shaped. Her friends immediately disagreed and told her in no uncertain terms that her face was indeed square.

“In that moment, I lost all credibility as a stylist and optician due to that antiquated face conversation,” says Buchanan. “Never dispute what a client believes to be true – it simply leads to issues with the client (especially if they don’t like the shape you selected).” Better yet, just ditch the face shape convo altogether!

TRUTH: Focus on individual facial features and what you see.

When beginning a styling consultation, interact with your client on a personal level and speak specifically about what you see, advises Buchanan. This is where personal connection starts, ultimately leading to success with a client.

“Go with what you see. Someone with sharp angles will want a bolder frame, while somebody with soft curves is going to go with something curvier that flows across the face. Work with what you see in the face!” Mirror the shapes and edges you see in the frames you select.

When beginning a styling consultation, interact with your client on a personal level and speak specifically about what you see.

That said, Buchanan is also a strong proponent of breaking the ‘work with what you see’ rule when needed. Someone with curvy facial features and a bolder personality may want to go against the grain with an edgy, angular frame. This is breaking the rules, but it’s not wrong if it fits their personality and it’s what they want to project, notes Buchanan.

In short, know the rules, but be willing to break them – just like an artist.

“It’s important to communicate exactly why you are selecting each frame for a client. For example: ‘You have big, beautiful, wide-set eyes, and I want to make sure I accentuate that.’ Or, ‘This frame mirrors the shape of your jawline perfectly.’”

FEATURE

“Know styling theory, understand balance and proportion, and then have the flexibility and confidence to break the rules,” Buchanan advises. “Always explain to your clients what you are doing with shapes, materials, design details and colour.”

Clear communication helps clients gain confidence in your recommendations, and encourages them to try new styles of eyewear while having fun and feeling good about themselves and the process.

MYTH #2:

Only small styles can handle a high-RX prescription.

This outmoded rule claims that all high-RX prescriptions require a small, round frame to make the lenses as thin as possible. However, the problem with this is that it doesn't always work well.

“For example, when we put a small frame on a larger person, the glasses begin to look so small that they actually add weight to the bottom of the face, which isn't flattering,” says Buchanan. When styling, maintaining balance and proportion is key. In Buchanan's example, this myth accentuates ‘bigness’ instead of creating a more desirable, balanced facial profile.



These soft pink frames from Caroline Abram are low contrast and harmonious with the wearer's colouring.



This deep green Henau frame provides medium contrast with the wearer's personal colouring.

“ Know styling theory, understand balance and proportion, and then have the flexibility and confidence to break the rules. Always explain to your clients what you are doing with shapes, materials, design details and colour.”

- WENDY BUCHANAN
Eyewear Image Expert

TRUTH: Honour the technical aspect of the prescription, but create balance and proportion through the use of design details and colour blocking.

While honouring the technical RX of the prescription, you can create balance and proportion when selecting frames through the use of design details and colour blocking.

For example, bright contrasting colours at the edge of a frame give the illusion of width without making the lens size bigger. Intricate designs and colourful temples pull the attention up and out, adding width and interest, and distracting from the lens thickness.

MYTH #3:

Black and tortoiseshell frames are universal neutrals.

Yes, we said it: black plastic frames aren't neutral! Rather, black and tortoiseshell acrylic frames are simply mainstream staples, so they're among the first options people turn to because they're everywhere.

These so-called neutral frames don't look unique at all (read boring), notes Buchanan, adding that black and tortoiseshell are the most widely available frame colours online. But shopping online doesn't offer clients a conversation about personal style that honours their individuality.

As an eye care professional, it's crucial to really engage in a meaningful conversation with each client, thereby creating a personalized styling session. Sure, black or tortoise frames can work for some clients, but they're not the magical answer for everyone!

TRUTH: Work with individual colouring and contrast to create multiple frame sales and various looks for your client.

When selecting frames for your client to try, draw on their personal colouring while balancing out different levels of contrast and colour in order to create the look they want. This is also how Buchanan creates multiple looks for her clients, often resulting in a multiple-pair sale.

"Through the use of colour, one can change the spec style being emulated," explains Buchanan. "For someone with light colouring, we can create something pretty and elegant with a frame that is in harmony and in low contrast to the hair, skin and eyes."

When selecting frames for your client to try, draw on their personal colouring while balancing out different levels of contrast and colour in order to create the look they want.



Bright red portrays high contrast and creates a statement accessory.

A frame that has a medium-contrast colour creates a sophisticated and businesslike look, while a high-contrast frame in both shape and colour creates a more daring and dramatic style.

Buchanan recalls a client who came to her in the black plastic glasses she had been wearing for at least 10 years. After a consultation, these were replaced with a colourful pair that drew on the feminine details of the client's frilly blouse and gave medium contrast to her face, creating an instant brightening effect. The eyewear also gave her a 'facelift' through the lines and colours in the frame.

The client was elated, and that's exactly the reaction you want to see in your customers when they wear a pair of glasses! **OP**

For more information about Wendy Buchanan and the Be Spectacular Eyewear Styling system, visit: bespectacular.com/optical

TRANSITIONS MYTHS, BUSTED

Setting the record straight about
Transitions photochromic lenses

BY DAVID GOLDBERG

Thanks to innovative research and cutting-edge marketing strategies, Transitions has become one of the industry's most recognized and trusted light-adaptive lenses. Yet, many myths persist about Transitions' ability to function in certain environments.

Optical Prism enlisted some expert help to debunk the major myths about Transitions photochromic lenses.

**MYTH
ONE**

Transitions lenses don't work in the car.

For the longest time, variable tint lenses didn't work for drivers behind the wheel of a car.

"Photochromic lenses react primarily to UV light, but the glass in car windshields blocks most UV light, preventing some photochromic lenses from activating," explains Isabelle Tremblay, interim senior marketing director at Essilor/Luxottica and marketing sales director for Transitions.

But times have changed with new technology. "Transitions XTRActive new generation and Transitions XTRActive Polarized lenses



darken behind the windshield of a car because of the unique technology they have, which responds to both UV and visible light,” notes Tremblay.

Transitions also offers Drivewear for prescription sunglasses. These car-friendly sunglass lenses automatically change tint and brightness based on driving conditions.

MYTH TWO

Transitions lenses aren't fully clear indoors.

This was another problem in the past, according to Tremblay. When photochromics started to become popular in the 1970s, the technology was novel, but far from perfect. Fade-backs took a long time, and some lenses never seemed to clear up completely.

“Today, the Transitions Signature GEN 8 lenses react quickly and are fully clear indoors in less than three minutes,” says Dr. Diana Monea, optometrist at Eye Health Centres in Western Canada. “I know this because that is all I wear.”

Meanwhile, some Transitions products are designed to fade back to clear with just a hint of tint, to help filter blue-violet light when wearing the glasses indoors.

MYTH THREE

Transitions lenses take too long to activate and fade back.

“Transitions lenses are not the same as they were 10, five, or even three years ago,” says Monea. “The previous technology took a little bit longer to fade back to clear indoors, but Transitions lens technology has made amazing advancements.”

The Transitions Signature GEN 8 lenses have the company's fastest fadeback speed. Darkening takes place in seconds, and the return to clear happens quicker than ever before.

MYTH FOUR

Transitions lenses are only for “old” people.

When they were first introduced more than 30 years ago, Transitions lenses may have been equated with an older demographic, but that's no longer the case, Tremblay maintains.

“Whether you are looking for safety, function, style, or all of the above, Transitions lenses have something for everyone, and they're anything but old-fashioned,” she says. “Glasses have become an element of identity like our clothes. Now, with various lens colour choices and mirror finishes, people are pairing a variety of frame shapes, colours and textures with different lens colours to make a style statement.”

Today's Transitions technology delivers faster fade-backs and works behind a car's windshield.



And photochromic lenses by Transitions provide cost savings and convenience, especially for children, who in theory wouldn't be juggling multiple pairs of glasses, adds Monea.

“There is no need to change and lose spectacles.”

MYTH FIVE

Transitions lenses don't work in colder weather.

Photochromic technology uses molecules that react to UV light, and temperature can indeed influence the reaction time of the transition. When the lenses become cold, the molecules begin to move slowly, causing the lenses to adapt from dark to clear somewhat slower.

“As an example, if you are outside on a sunny day in a cold climate and then move into the shade, your lenses will adjust more slowly than they would in a warm climate,” explains Tremblay. “Though temperature has a slight effect on the performance of Transitions lenses, it certainly doesn't stop them from working entirely or providing you with proper light management.”

In short, Transitions lenses have come a long way since their early days, when perceived limitations took on mythical proportions. But those myths no longer apply thanks to the latest technology, so it's time for ECPs and customers to take another look at photochromics! **OP**



Transitions lenses come in a variety of colours, including graphite green.

Battling Myopia

Specsavers supports clinic owners with implementation of myopia management



Dr. Nieka Sabeti, OD, an independent consultant of the clinical support team at Specsavers Canada, discusses how myopia management care was introduced at Specsavers by optometrists, opticians and their store teams.

“As a practising optometrist, I see what an impact myopia has to my patients’ lives, not just as a refractive error, but more so as a sight-threatening condition that can ultimately impact quality of life.”

Why did clinic owners feel it was important to bring myopia management into their practice?

The World Health Organization and other international health bodies have declared it a global public health concern, with approximately half of the global population predicted to have myopia by the year 2050¹. Addressing the growing prevalence, the Specsavers network of optometrists is working together to make a greater impact on community eye health. Given that myopia progresses mainly during childhood, there is a key window to intervene with preventative strategies, when the eye is more susceptible to growth and subsequent vision changes. This can reduce the risk of a patient developing sight-threatening conditions later in life due to the structural changes of the eye.

How did Specsavers support the development of a myopia management program for optometrists?

The optometrists within the Specsavers network raised an interest in introducing myopia management into their practice. Specsavers recognizes its importance as a standard of care in Canada and other regions, so we engaged and consulted our Optometry Steering Groups – a committee of independent optometrists in each province – on developing a training program with the option to introduce it to their practice.

My role was to work alongside an incredibly talented group, spearheaded by the clinical team, at the support office

that were dedicated to this mission and bringing this program to life. After trials in several locations within BC, we were able to use learnings and successes to develop our official launch plan.

We also partnered with industry leaders to offer an accreditation course to allow optometrists, opticians and their teams to receive comprehensive training to provide myopia management care and products, and to go through case studies to prepare them for various patient scenarios.

What are you hearing from clinic owners since starting the program?

So far, we’ve received very positive feedback on the accreditation, training, support, and overall approach for the program. Many eye care professionals who may have already been accredited have commented on the extensive training that is provided through our program at Specsavers. So they appreciate how comprehensive it is, as it builds more confidence around this practice area.

When everyone is offered comprehensive training, it results in a more accurate, consistent and unified approach at all points of the patient journey. Many of the teams have already reported impressive numbers of patients receiving this care.

Being able to provide tools and resources that can help empower eye care professionals to become active participants in getting ahead of the curve to change the predicted trajectory of myopia brings me so much joy. Together, we’re helping to make an impact in changing lives through better sight – not just in the short-term, but also for the future. **OP**

1. Holden BA, et al. “Global Prevalence of Myopia and High Myopia and Temporal Trends from 2000 through 2050.” *Ophthalmology*, 2016. 123(5): p. 1036-42.



Learn more at join.specsavers.com/ca

*“I’m impressed and proud
of the quality of optometry
talent in our network.”*

Dr. Kelly Anderson, OD
Optometry Partner



Work alongside independent optometrists in a new clinic with the latest technology. You get the support you need to provide the best patient care you can from day one.

Optometrist roles available now.
join.specsavers.com/ca

Specsavers



Meet your Matte

Matte glasses have a 'flat' finish that doesn't reflect light. So besides their trendy look, aesthetic appeal and ability to cut down on light pollution, matte frames are also easy to maintain since they don't collect fingerprints. Here are some of the latest styles.

BY SUZANNE LACORTE



1. MITA MIO1010 by Eredità. 2. Carrera 031 by Safilo. 3. OTP 171 by WestGroupe. 4. Brut510 by Etnia Barcelona. 5. Glossi-Arther by Georges et Phina. 6. Calvin Klein CK22508 by Marchon. 7. Evatik Eg260 by WestGroupe. 8. Van by Kirk & Kirk.



Children's Vision

Beyond 20/20 for a clearer future

BY DR. MARTIN SPIRO

President, Canadian Association of Optometrists

Many parents believe they would know if their child was having difficulty seeing. But as eye care professionals, we know that sometimes vision issues hide in plain sight. While regular dental check-ups are part of most families' health routines, eye exams aren't always prioritized in the same way.

Children's Vision Month in October is dedicated to changing that by raising awareness of the impact undiagnosed vision problems can have on a child's learning and development, and encouraging regular eye exams.

It's a common misconception that kids with 20/20 vision don't need an eye exam, but visual acuity is only part of the picture when it comes to eye health. A comprehensive eye exam looks at all aspects of a child's visual function, including how well the eyes focus up close, how the eyes work together, and the overall health of the eyes.

Left unaddressed, vision issues can lead to difficulties in school, a negative self-image, and can occasionally even be misdiagnosed as learning disabilities. Timely intervention is crucial, as treatment of eye health issues can be more challenging and less effective when not caught early on.

Children's Vision Month is an important opportunity to educate our patients and our communities about the importance of routine eye exams for children, and the many strategies, treatments and tools

available for addressing vision and eye health conditions.

When it comes to children's eye health, the dramatic rise in cases of myopia is of particular concern. Preventive action and early intervention are critical. While parents may have concerns about their children's screen time, many don't know the risks of uncontrolled myopia or the options available to manage it.

As eye care professionals, we know the impact that myopia and other vision issues can have on children's development, and we are uniquely positioned to make a difference.

EDUCATE: Use your newsletter, social media channels and website to talk about the importance of eye exams for children and the fact that eye health is more than 20/20 vision. Emphasize that myopia comes with an increased risk of vision-threatening complications and is not merely an inconvenience of uncorrected vision. Highlight factors like genetics, increased screen time and less time spent outdoors that are associated with an increased possibility of developing myopia.

EMPOWER: Identify red flags, like excessive squinting or rubbing of the eyes, headaches, covering one eye, tilting

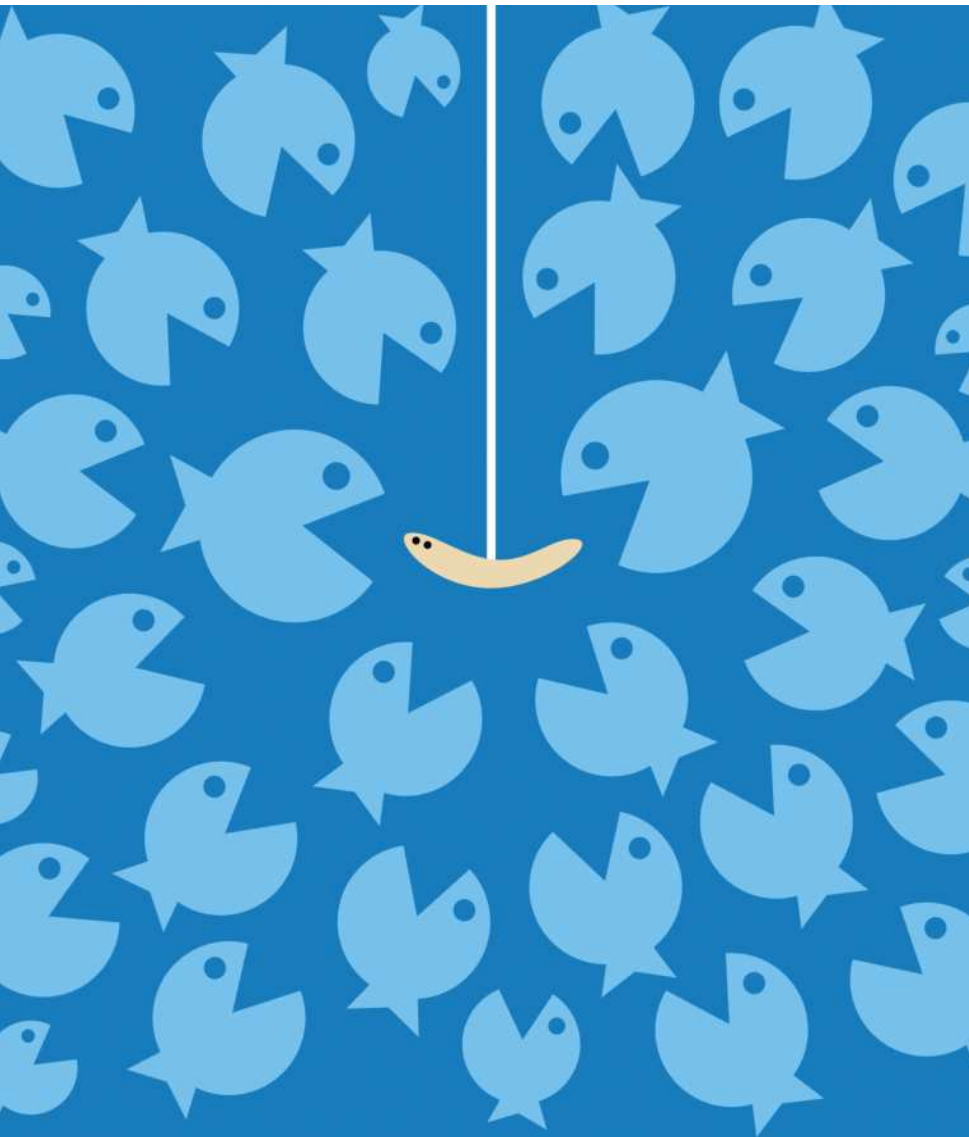
the head to one side, and complaints of eye fatigue. Encourage regular eye exams for children – whether or not they show signs of vision problems – so myopia (and any other vision issues) can be addressed as soon as possible. Explain how reducing children's screen time and balancing it with plenty of time spent playing outside can be beneficial.

EXPERTISE: Share your knowledge to advise parents on options for vision correction and treatments for eye infections and conditions. Explain myopia management options, including contact lenses, specialized eyewear and atropine drops, in addition to the behavioural changes that they can support.

Children's Vision Month is an opportunity to raise awareness and remove the barriers that undiagnosed vision problems and uncontrolled myopia can raise. This October, I encourage all eye care professionals to focus on children's vision in one specific area of their work. Send out appointment reminders, post about the risks of uncontrolled myopia on social media or speak to a parent's group about eye health and vision care for children.

Spread the word and help ensure that more children can approach the future with clarity and confidence! **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.



NEW COLUMN

Supply & Demand

Impacts and possible solutions to Canada's optician shortage

BY ROBERT DALTON, OAC Executive Director

This article is the first in a series examining the current supply and demand of opticians in Canada.

It is particularly relevant for the Opticians Association of Canada (OAC) to take a deep dive into what effects the

optician shortage, as well as the possible increase in eye care professionals, can have on opticians.

Our members trust the OAC to represent this profession and themselves in our everyday actions and long-term strategies. Remember, the OAC is YOUR

association and represents OPTICIANS' best interests. "Round Table Meetings," facilitated by Canadian regulators who represent the public, demonstrate that there are many different stakeholder interests at play in this continuum.

The shortage of eye care professionals in Canada is a pressing concern, potentially limiting access to quality eye care services for many individuals.

The OAC is charged with considering all interests, but when the interests do not align with opticians, our role is very clear.

The shortage of eye care professionals – particularly opticians – in Canada presents a complex challenge that requires careful consideration to maintain a delicate equilibrium between supply and demand. While a scarcity of professionals can have negative implications for accessibility to eye care services, it does offer certain benefits like higher wages. Striking a balance requires thoughtful strategies to avoid overreaction, prevent wage disparities, and ensure a sustainable pipeline of skilled professionals.

The shortage of eye care professionals in Canada is a pressing concern, potentially limiting access to quality eye care services for many individuals. Patients might face longer waiting times, reduced access to specialized services, and an overburdened healthcare system. This can lead to an increased strain on remaining professionals, potentially impacting their work-life balance and the quality of care they provide.

Conversely, the shortage can also have a positive impact on the wages of opticians. The principle of supply and demand dictates that when supply is limited, the value of the service provided tends to rise. Higher wages can attract more individuals to pursue careers in eye care, potentially mitigating the shortage over time. However, this situation is delicate, as excessively high wages can increase the cost of eye care services, making them less affordable, and therefore less accessible, to the general population.

To address the shortage of opticians while avoiding overreaction, it is crucial to adopt gradual and informed adjustments. Rushing to train a significant number of new professionals can lead to oversaturation of the market, driving down wages and potentially causing financial instability for newly trained individuals. A measured approach involves considering both short-term and long-term strategies.

STRATEGIES FOR BALANCING SUPPLY & DEMAND

- **Adjusting School Enrollments:**
Monitor enrollment numbers to ensure balance.
- **Economic Incentives:**
Offering scholarships, grants or loan forgiveness.
- **Continuing Education:**
Encourage existing opticians to advance their training.
- **Flexible Practice Models:**
Explore telemedicine to optimize existing supply of opticians.
- **Population Growth Consideration:**
Factor population growth into the increase or decrease of future opticians needed.
- **Promoting Public Awareness:**
Raise awareness of opticianry as a career choice.

Balancing the supply and demand of opticians in Canada is a multifaceted challenge that necessitates careful

planning, collaboration, and consideration of various factors. While addressing shortages is crucial to maintain accessible and high-quality eye care services, a measured approach is essential to avoid creating an oversaturated market that could lead to wage discrepancies and instability.

By adjusting school enrollments, offering incentives, promoting continuing education and factoring in population growth, we can work towards a sustainable and well-balanced eye care profession that benefits both professionals and patients alike. **OP**

The Opticians Association of Canada'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.

OUR GRAND VISION? STAY TRUE TO YOURS.



theopticalgroup.ca

1.800.263.0010



SUCCESS STORY

The Best of Both Worlds

Secure Vision takes expertise and service directly to the clients

BY NICK KREWEN

Helen Whitaker was working as an optician at a Costco in Courtenay, BC when she observed that some elderly customers were struggling.

“Seniors were becoming very frustrated and agitated in a very busy, dynamic environment,” recalls Whitaker, an optician since 2011. “They were needing assistance and help that I couldn’t provide in that particular environment, because there was too much going on and the products were more or less consumer goods.”

But that Costco experience provided her with valuable insight into shoppers’ innermost desires when it came to purchasing glasses: time and attention.

“On the optical floor, I really got a keen understanding for what customers actually want when they come in for glasses. They really want more personalized service – and that service provision can be offered in so many different ways if you actually know who you want to serve.”

With that in mind, Whitaker started up her own mobile optometry business, Secure Vision, five years ago, as a way



to serve both her clients and herself as an owner.

Servicing the BC communities of Powell River, Courtenay and Comox, Whitaker says she’s worked out a system as an independent provider that has won her clients’ trust, seeing them either at home or at work.

“They are busy professionals – people who have a reasonable income, but they don’t want extreme fashion or extremely expensive glasses. They also want to be served by a professional who knows what

they’re doing. My negotiating skills with suppliers and labs, my ability to fine tune a model that would work with them on their schedule, became a very quick part of the journey. At the end of the day, I only wanted to deal with that particular niche of clientele.”

Another important part of the process is identifying clientele, she adds. “Once you’ve identified who you want to work with and why, and what kind of product they’re looking for, you can start to establish your inventory of frames, and work with an independent lab that can provide pricing and services that can fit that end user’s needs. And then you think of how you get it to them.”

In an “evolutionary process” that defines her success, Whitaker found a Vancouver lab that provides her with frames and lenses, and started visiting seniors outreach centres, assisted living homes and retirement residences.

“As I became more proficient and aware of what they wanted, the health care professionals looking after them started reaching out and referring me.”

It wasn’t long before Secure Vision became a rollicking success, for which Whitaker became the first woman to earn the prestigious International Optician of the Year award from the International Opticians Association in 2021.

“Clients are getting this incredible service at a price they want to pay, and their glasses are perfect every single time with a lab that supports me, works with me and endorses me. They tell everyone in their own individual network. And before you know it, you have a regular clientele in your diary on that assigned day that you said you’re available.”

Whitaker adds that her light schedule has freed up much of her time to spend with her family. “In all reality, I work four days a month,” she notes. “The work behind the scenes is substantial, and can be done on my own time and in my own environment. But delivering that quality of service and that fine-tuned service [only] requires four days, and provides a very secure and sustainable business model.”

She offers more than 200 frames provided by Canadian suppliers, including Eredità and Modern Optical. “Those are companies that fit my clientele’s requirements for product.”

In a bid to share the secrets of her success with others, she founded the Secure Vision Mobile Optical Academy in 2020. The Academy supports like-minded opticians who value customer service and are looking for their own opportunities to become more financially comfortable in the profession.

“The Academy came out of the incredible success I’ve been enjoying as a mobile optician,” says Whitaker. “I wanted to share the opportunities with my peer group.”

Her one strict rule is that she doesn’t offer franchise opportunities. “That’s not what I’m about. I’m there to support, endorse and assist people to develop their own branded mobile optical business. That’s what I do. So I typically work with opticians who want more revenue, who want to charge more for what they do. They value their services, and they want to have more control over the amount of time they work ... because their family and time is so important to them.”

She mentors her Academy members individually for an hour per week via phone, and also allows them to access her business blueprint.

Whitaker says she derives two sources of satisfaction from her businesses: client satisfaction and “working with people that I genuinely enjoy working with, and on a schedule that allows me to do everything that I love to do.”

Sounds like the best of both worlds. **OP**

HELEN'S TOP 10 TIPS

In the five years since Helen Whitaker started Secure Vision, a branded mobile optical business, it has become so profitable, she’s founded the Secure Vision Mobile Optical Academy to mentor fellow opticians wishing to expand their business and discover a new niche.

Here are 10 tips from both her interview with *Optical Prism* and from a webinar on her website (svmobileopticalacademy.com).

1 Know Your Clients

Know who you truly want to work for. Who do you want to spend your day with? Which clients make your heart sing? What are the stories you tell over dinner with your partner when you get home about how you changed someone’s day? Find that out and really start to fine-tune your services to be the best you can be for that particular client, and you will have the most amazing day.

2 Be Professional

Act as if your grandmother’s watching you every single minute of the day, as if she can hear your thoughts, she can see what you’re putting up on social media, she can understand what you’re going through with your business. Be visible with that professionalism.

3 Do it for You & Your Family

Don’t get caught up in that machine that removes you from what you truly love and where you truly want to be. Create opportunities for those days in the eye care profession that make your heart sing.

4 Learn the Legal Must-dos

You must learn the legal requirements before you can take the leap to becoming fully mobile. This is your responsibility.

5 Have a Business Plan

This is going to keep you focused. Don’t wing it. You’ve got to have a thorough understanding of where and how you can invest your valuable time and resources into the plan to being completely mobile.

It can also help you obtain valuable funding should you need it for those essential set-up costs, which don’t have to be extreme. You can do it on a way smaller budget than you think.

6 Business Licenses

In any mobile operation, you may have more than one geographical location. I have three towns that I visit, and I actually have business licenses, intercommunity licenses, interprovincial licenses that work for my particular location. And if I don’t have it, I am at the mercy of being shut down or of paying a significant fine.

7 Develop a Unique Style & Presence

I call this “The Expression.” This is really how you want your perfect clients to visualize you and associate with you whenever they see an ad, a mention, a review.

8 Differentiate Yourself

Differentiating yourself and knowing what, why and how those other people (your competition) do well – knowing what they do and knowing where they failed – will enable you to do it better.

9 Maintain Your Reputation

Maintain your criminal record checks, keep your references, secure testimonials, and advertise the protocols. All of this will lend itself to the ultimate goal of being the most professional provider in your location.

10 Delegate, Delegate, Delegate

Knowing when to delegate will ensure that your business is not only profitable, but is completely sustainable, because you do want to be around for the long haul.

marketing4ecps

THE ULTIMATE GUIDE TO UNDERSTANDING GOOGLE ADS AND FACEBOOK ADS



Are you looking to improve your digital marketing? Our comprehensive eGuide covers everything you need to know about Google Ads and Facebook Ads.

Download your free copy today and take your digital marketing efforts to the next level!



DOWNLOAD NOW



LET'S CHAT

Kristin Choryan

Business Development Representative

www.marketing4ecps.com

info@4ecps.com



Turnover Truths

Strategies to effectively deal with employee turnover so it doesn't impact your business results

BY NANCY DEWALD,
Lead Up Training and Consulting

One thing we can always count on is change, as I am sure you are all experiencing with staff these days. It's not a myth that 25% of workers switch jobs every year (The Work Institute). Knowing this truth, we must do some things differently than we did in the past.

Employee turnover can have a significant impact on the growth and success of a business. High turnover rates can lead to disrupted workflow, increased recruiting costs, lowered employee morale and reduced productivity. To combat turnover and retain top talent, we must implement effective strategies that address its root causes and promote a positive work environment.

Let's review these strategies:

1 ESTABLISH A STRONG COMPANY CULTURE

Developing a strong company culture is vital in reducing turnover. A positive work environment that fosters

employee engagement, recognition, clear communication and a healthy work-life balance can significantly improve retention. Creating a culture where employees feel valued and connected to the company's mission will cultivate loyalty and reduce the likelihood of turnover.

2 ENHANCE THE ONBOARDING PROCESS

Turnover will happen; the key is to minimize the disruption. A well-structured onboarding process is crucial for integrating new employees into the organization.

Providing comprehensive training, assigning mentors and clearly outlining job expectations can help new hires understand their roles and responsibilities, thereby boosting confidence and job satisfaction. Investing time and effort into onboarding can enhance employee retention by making individuals feel supported and valued from day one.

3 FOSTER PROFESSIONAL DEVELOPMENT

Employees are more likely to stay in a company that offers opportunities for growth and development. Investing in training programs, workshops and certifications not only enhances the employees's skill sets, but also demonstrates the company's commitment to their professional growth.

Regular performance evaluations and goal-setting discussions further encourage personal development and satisfaction, reducing turnover.

4 IMPLEMENT COMPETITIVE COMPENSATION AND BENEFITS

Competitive compensation and benefits packages are critical in attracting and retaining top talent. When you discuss compensation, be sure to present it as a package, not simply the wage. Also include things like eyecare benefits, work anniversary perks, paid training, etc.

Offering attractive perks such as paid time off, healthcare plans and flexible working arrangements can

EYE OPENER

significantly improve retention rates, making employees feel valued and motivated to stay long-term. Find out what is important to them; you might be surprised that it's not always money.

5 ENCOURAGE OPEN COMMUNICATION

Maintaining open lines of communication is vital for addressing employee concerns, dissatisfaction and potential reasons for turnover. Regularly conduct one-on-one meetings with employees to provide feedback, identify challenges and offer support. Encourage open-door policies and anonymous suggestion boxes to create an environment where employees feel comfortable expressing their ideas, concerns, and feedback.

Important: if you offer these communication options, you must be willing to acknowledge and address topics that employees bring forward.

6 PRIORITIZE WORK-LIFE BALANCE

Striking a healthy work-life balance is essential for enhanced employee satisfaction and reduced turnover. Offering flexible work arrangements, reasonable working hours, breaks, vacation time and stress management initiatives improve employee well-being and retention.

Also, as a leader, be sure to model the way by taking care of yourself.

7 RECOGNIZE & REWARD EMPLOYEES

Recognition and rewards are powerful motivators that foster employee loyalty. Implementing an employee

recognition program that acknowledges exceptional performance, milestones, and achievements can significantly boost morale. Whether it's public recognition, bonuses or additional benefits, businesses should prioritize celebrating their employees' contributions to maintaining a positive and inclusive work environment.

This may seem like a lot, but I encourage you to prioritize and start with one category at a time; your team will appreciate the effort you put forth.

Consider the approach of what you can do versus what you cannot do, and be creative – everything is figure-out-able. As always, I'm here to 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.



A FRANCHISE OPPORTUNITY LIKE NO OTHER

Be part of the only retailer that can offer a **low-cost option** on premium lenses with **great margins** for you!

Recognized as
"Successful Business Strategy"
by the Federation of the Chambers of Commerce of Quebec.

- ✓ **LOWEST OPTICAL FRANCHISE START-UP COST IN CANADA**
- ✓ **LOW INITIAL CAPITAL INVESTMENT**
- ✓ **GUARANTEED ENTERPRISE VALUE**
- ✓ **HIGH POTENTIAL CAPITAL GAINS WITHIN 3 YEARS**

Ask for a complete company presentation today!
franchising@opticalwarehouse.ca

**COMPLETE
EYEGLASSES**
STARTING AT

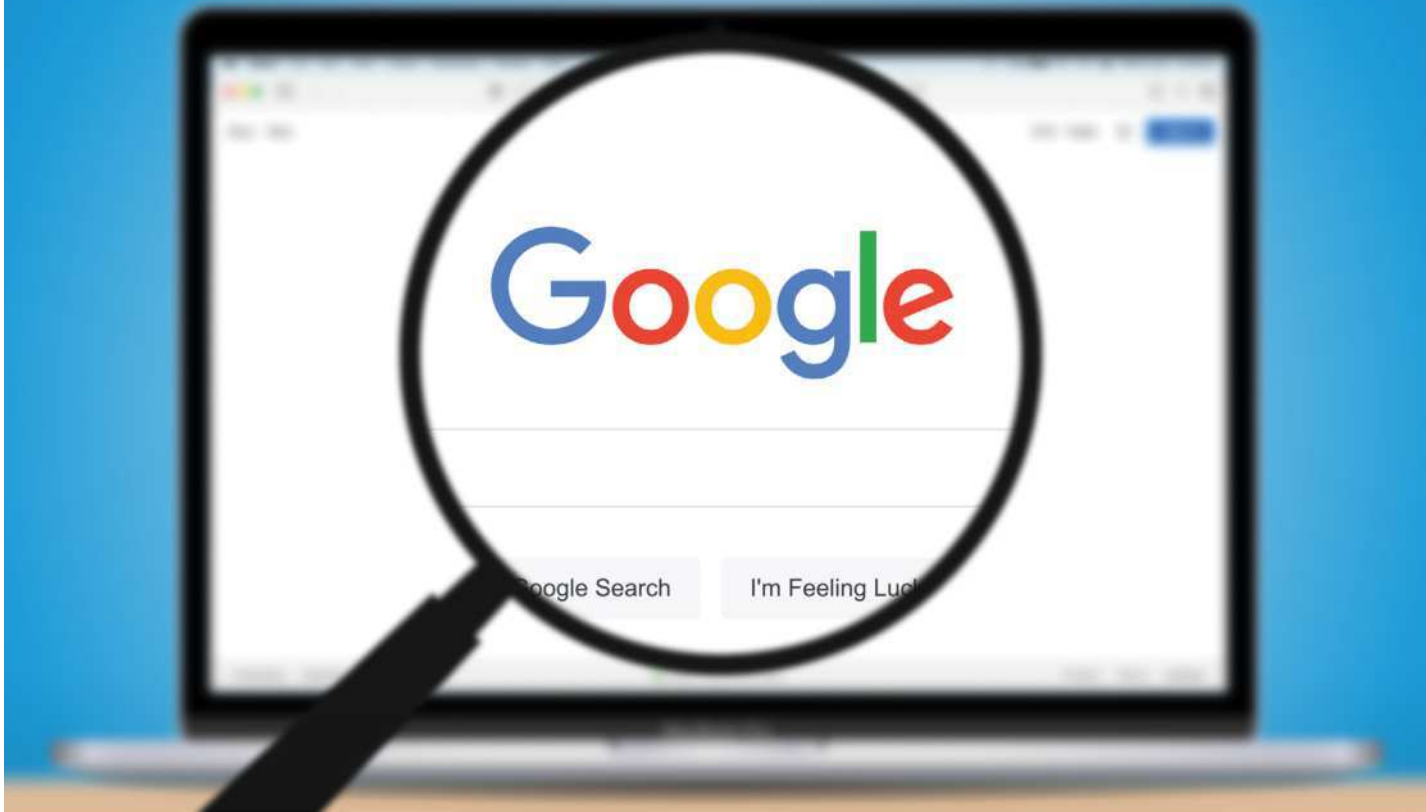
\$70*

*See details in store.

THE END OF EXPENSIVE GLASSES



**OPTICAL
WAREHOUSE**



Get Visible!

Why your practice isn't showing up on Google, and how to fix it

BY JEFF SHERMACK, Marketing4ECPs

A study completed at McGill University showed that approximately 70% of Canadians go online to search for medical and health-related information, including information about their eye health. Showing up as a local eye doctor in those search results is critical for helping patients – but that can be easier said than done.

The reasons your practice might not be showing up on Google include your website content, the experience users have on your website, and your Google Business profile.

Understanding why your practice might not be showing up on Google and what

you can do to increase your visibility in search results often starts with learning more about how Google understands, interprets and ranks websites.

How Does Google Rank Websites?

Google gets information about websites through a process called crawling, where Google reads website content and analyzes each website's performance based on several factors, such as how long pages take to load and how long people spend on those pages.

The results of that analysis give Google an idea of how helpful and trustworthy your website is, and that

plays a key role in your website's visibility in Google search results.

Multiple factors can affect your visibility on Google. You don't need to know about every single one at first, but it's important to understand some of the more important factors, as they can have a significant effect on your practice's position in Google's search results.

KEYWORDS

Keywords are the popular terms people use for online searches. Each type of business has its own keywords, and it's important to feature them prominently on your website in places like your URL, the titles on pages (such as H1 and H2 headings) and links. Not having enough keywords, having keywords in the wrong places, and having too many – which is known as keyword stuffing – can all have a negative effect on your practice's visibility.

LINKS

There are two types of links: internal and external. Internal links direct users to other pages on your website, and they can also help Google crawl and understand

MARKETING INSIGHTS

your website more thoroughly. External links direct users from one website to another. These can be links from your website to reputable sources of information, or they can be links from other websites to yours, such as from local business listing sites. Having too few links can decrease Google's ability to crawl your website effectively, and a lack of external links may put your practice's visibility lower than those with more.

CONTENT

Google uses different systems to track and monitor key ranking signals, and one of the most important is the 'helpful content system' – a part of Google's machine learning algorithm that uses AI to evaluate whether your content is helpful for readers. If your website's content is categorized as unhelpful, your ranking may decrease, and it may be harder for people to find your practice online.

PROFILE

Your Google Business profile is where people can read reviews about your practice, see you on Google Maps, and learn critical information about your practice – from your address and contact information to the types of eye care services you provide. It can be exceptionally challenging to remain visible on Google without a Google Business profile linked to your website.

WEBSITE

The way your website functions on a technical level can also have an effect on your visibility. That's because a well-built website helps make it easier for Google to crawl and understand your website. Google's Search Console is a helpful tool you can use to evaluate your website and find technical errors that may be decreasing your practice's visibility in search results.

EXPERIENCE

How people use your website and how easy it is to use are important ranking signals for Google. If your website takes a long time to load, has a confusing layout, or isn't set up correctly for mobile users, that can reduce your overall visibility on Google.

How Can You Increase Your Practice's Visibility on Google?

Learning about the factors that affect visibility on Google is the first step to helping your practice show up. Prioritizing those factors and considering other strategies that can help boost your visibility are the next steps.

OPTIMIZE YOUR WEBSITE

If your website isn't set up for mobile users, has headings that are missing keywords, loads slowly, or has challenges related to any of the other factors listed above, it's important to take steps to correct those issues.

USE GOOGLE ADS

Google Ads appear at the top of Google search results, but they differ from organic search engine optimization in that you must pay a small cost every time someone clicks on your ad. They can be used alongside search engine optimization to support your online visibility.

IMPROVE YOUR PROFILE

Having a Google Business profile is essential for helping patients find your practice on Google, but you can take your profile a step further by fully filling out your profile and including details about the type of care you provide, as well as your essential contact information.

ASK FOR REVIEWS

Reviews also play an important role in how easy it is for patients to find you on Google, so encouraging patients to leave reviews and responding to them are important, simple steps you can take to help increase your online visibility.

SEEK CITATIONS

Online citations are mentions about your practice that are found on websites other than your own. Looking for

opportunities to increase how many citations send searchers toward your practice – such as through online local business listings – can help increase your visibility on Google.

UP YOUR CONTENT GAME

Informative, engaging content can help your patients, and when Google sees people visiting your practice's website for information, that can help increase your online visibility as well. Google has a set of specific guidelines for creating helpful content, but in general, you can get started by creating content that:

- answers the questions people are searching for quickly and comprehensively,
- provides original information that goes beyond the sources you're citing,
- is generally easy to read and understand.

Simply put, helpful content is something that provides useful, interesting information for readers—it's something you'd bookmark to revisit or share with friends and family.

Get Digital Marketing Support

Showing up on Google is important, but you don't have to worry about it alone. Digital marketing partners like Marketing4ECPs can analyze and assess your practice's presence on Google to help you understand what may be causing specific challenges and take steps to help you increase your visibility.

Entrusting your digital marketing to a team of skilled, knowledgeable professionals can also help free up time for you to focus on patient care, so you can provide the eye care your community deserves without worrying about how patients can find you. **OP**

Jeff Shermack is an editor and content strategist at Marketing4ECPs who has created articles and other forms of media on diverse topics such as marketing and optometry. For more information on optometry marketing and content, visit marketing4ecps.com.

Why Wait? Grow Your Practice NOW!

FREE
CONSULTATION
visit [leaduptraining
andconsulting.ca](http://leaduptrainingandconsulting.ca)

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



Encourage, Enable & Empower

leaduptrainingandconsulting.ca

AUDACIOUS ICON

A strong and sophisticated attitude distinguishes the new Marc Jacobs MJ 1087/S sunglass, part of the ICON product family. This bold wraparound frame is embellished with an oversized “JJ” mirror detail on the endpiece and the Marc Jacobs logo photoengraved under lacquer on the top of the frame.

The colour palette also includes elegant opaline tones, paired with solid or shaded lenses.



MARC JACOBS





Discover a remarkable career at Canada's largest doctor-owned eye care provider.

Shape the future of optometry, where team members are guided by a commitment to excellence and a dedication to enhance the lives of others. With modern, cutting-edge clinics, advanced training, regular coaching, and unwavering support, feel empowered to put your patients first. Join us today!



Interested? Scan
to learn more!

*Doctors of optometry