

Tips for Successful Dispensing

Start the dispensing with a smile and a genuinely enthusiastic attitude. Patients often need reassurance that they made the right decision about their frame, lenses, treatments, etc. Remind them of the benefits, compliment their selection.

Adjust the frame (discussed in Module 6). Pay attention to vertex distance, pantoscopic tilt, facial wrap, and overall lens position on the face. If multifocal segments, PALs, aspheric, or atoric lenses are involved, lens position is even more critical.

Verify that the patient can see clearly at all distances the lenses were designed for. You may need to spend some time reviewing proper posture and lens use.

- **Multifocals & PALs:** Have patient practice viewing distance, reading (tilt forehead back slightly), and walking with the lenses (tilt forehead forward until ground is in focus).
- **PALs:** Point out the “buffer” zone, as well as the distance, intermediate, and near zones. Spend plenty of time reviewing posture. Reassure the patient that thinking about posture, allowing time for learning, and patience will pay off; lens use will become automatic. If the patient is having trouble, invite them to sit in the reception area with a magazine for a few minutes to practice before leaving.
- **First Rx ever:** Demonstrate vision with and without glasses. The difference is usually quite dramatic.
- **Single Vision readers:** Remind patient that glasses must be removed for intermediate and distance viewing.
- **Occupational lenses:** Have patient practice looking through special segments or viewing zones.

Show the patient how to prevent lens scratches (how to fold the frame, set it down, place it in the case). Be sure to discuss proper lens care/ cleaning techniques.

Point out all features from spring hinges to silicone nose pads to coatings and tints. Remind patients the benefit of each feature. Doing so will reinforce that they have chosen high quality lenses and frames and have made a wise investment.

Encourage patients to ask questions. Let them know that you will never be inconvenienced if they call or stop by later with questions. In fact, welcoming patients to come by at any time will help to dispel fears.

Remind the patient that glasses need regular tune-ups. Invite them to return periodically for routine maintenance and adjustments.

Leave the patient on a positive note. Say something pleasant. You may wish to compliment them about the attractive look of the frame. You may wish a "Bon Voyage" to the patient who purchased new sunglasses for a vacation trip. Make sure patients leave your practice feeling as if they have received the best possible service and personal care.

Place a follow-up call in about a week. Find out how the patient is enjoying the new eyewear (Do not ask, "Are you having any problems?"). Let patients know that their success and satisfaction is important to your practice.