

Monthly Focus

NEWSLETTER

JUNE 2024

Is Your Practice Delivering Five-Star Care to Each Patient?

Exceptional patient care prioritizes personalized attention and streamlined processes in your practice. Integrating a lifestyle questionnaire alongside a customized optical treatment plan underscores a commitment to delivering top-tier care. This month, we emphasize the critical role of both elements and provide guidance on implementation, ensuring you can transform patients into enthusiastic advocates for your practice.

Lifestyle Questionnaire

Why They Are Important



Provide
Personalized
Recommendations



Identify Potential
Eye Health Risks



Comprehensive
Doctor-Patient Dialogue

How To Implement In Your Practice

Create a Lifestyle Questionnaire that your patients either fill out prior to arriving for their appointment, while they are in the waiting room, or even during pretest with the optical tech.

Lifestyle Questionnaires should include:

- How The Patient Feels About Current Visual Solutions
- Time Spent Outdoors, On Screens, Driving
- Occupation and Hobbies
- Health History Including Family

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Mark Your CALENDARS

JUN
14

WEBINAR

Unlock the Power of
Private Label with Walman
Optical's POWER Lens
Portfolio
11:00 AM CST

JUN
27

INDUSTRY CELEBRATION

National Sunglasses Day

JUN
28

WEBINAR

Unlocking Growth:
Leveraging Financing
Options to Boost Private
Pay Revenue
11:00 AM CST

JUL
24

VIRTUAL TRAINING

ABO Prep: All Knowledge
Review Except Prism
12:00 - 3:00 PM CST

JUL
25

VIRTUAL TRAINING

ABO Prep: The In's and
Out's of Understanding
Prism
9:00 AM - 12:00 PM CST

Register today
at www.ecpadvantage.com.

ECP 
ADVANTAGE
Powered By Walman



PROTECT YOUR EYES,
OPTIMIZE YOUR PERFORMANCE

GEAR UP,
SHADES ON
JUNE 27

Get your free promotional kit at thevisioncouncilfoundation.org

Optical Treatment Plan

Why They Are Important



Increase Capture Rate



Increase Multiple Pair Sales



Increase Patient Satisfaction

How To Implement In Your Practice

Create an Optical Treatment Plan for the doctor to prescribe the lens type and enhancements such as non-glare based on the patient's lifestyle to hand off to both the patient and optician.

Optical Treatment Plans should include:

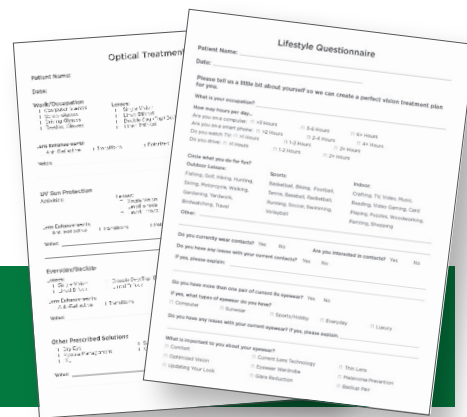
- Work/Occupational Pair
- UV/Sun Protection Pair
- Everyday Backup Pair
- Other Prescribed Solutions

WALMAN UNIVERSITY

Join us at Walman University to Learn More!

Lititz, PA - October 9
Wausau, WI - October 18
Nashville, TN - October 26

Register today at www.ecpadvantage.com.



DOWNLOAD TODAY

Sample templates of both a Lifestyle Questionnaire and Optical Treatment plan available at www.walmanoptical.com/tools



NEW PEAK Impact Program Now Available

EXPERIENCE THE **NEW STANDARD** IN OPTICAL

Walman Optical and ADO Practice Solutions have come together to launch the PEAK Impact Program with a suite of exclusive benefits and rebates designed to support and elevate the business operations of eye care practices.

Program Details:



LAB SAVINGS
earn up to 3% back on all purchases.



CONTACT LENS SAVINGS
earn up to 6% back on all purchases.



FREE FRAME SHIPPING
earn up to \$3 back on all incremental purchases.



FULL-SERVICE MARKETING
earn monthly campaign credit when you meet incremental sales.



SEE WHERE YOUR PRACTICE WILL PEAK TODAY!

www.walmanoptical.com/peak