

## contact lens pearls

### Charge for your time

Color lenses can provide you additional revenue if you charge for your professional time. I typically charge extra for fitting a color contact lens and match or often lower the fees on materials so the patient isn't lost to a mail-order dilemma.

Offering different services including sports tinted lenses, therapeutic applications, color blindness correction, etc. brings many interesting and challenging patients that all require your professional time.

### Offer staff incentives

My staff works as a team and doesn't require a commission for motivation. Your office may work differently, but there is one perk I offer to my staff to show my appreciation — a yearly free trip. Paying off all my invoices with a credit card provides accumulated mileage that I exchange for airline tickets for my staff. This is a one way I thank them for their loyal and hard work. It goes a long way and it doesn't cost you anything!

### Keep in touch

With postage on the rise, the least expensive way to communicate to patients about new color lens options is with e-mail. Collecting e-mail addresses (make sure it's part of your information form) allows you to inexpensively communicate to your patients about your practice several times a year. A quarterly newsletter keeps your name current in the minds of your patients and continues to update them with pertinent eyecare news.

### Become a specialist

You must position yourself to encounter new color lens options. If you're not prepared, patients will notice other choices and easily find your competitor willing to offer new products and techniques; not only color lenses but other related products.

Being viewed as a specialist and constantly offering new products makes you look like the leader in the field and a professional on the cutting edge.

### Benefits for everyone

You create your own luck when taking a proactive approach, reaping increased revenue from your patients, new color options and let's not forget — their kind referrals! **OM**

## Custom Color Contacts

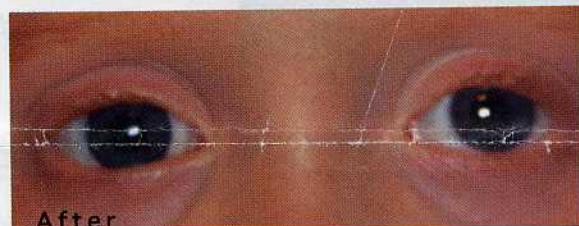
PROSTHETIC and COSMETIC USE

### Natural Coloring, 3-D Depth and Detail

like a real eye, commonly used for actors needing special eye effects



Before



After



Before



After

Most Natural  
Custom  
Cosmetic Lens  
Available!



- Custom hand painted laminated opaque soft lenses providing natural iris coloring and depth
- +/- spheres, bc's, diameters, pupils and coloring to your specifications
- Custom alignment for misdirected eyes available
- Accurate color matching
- Special effect lenses for motion pictures, TV, etc.

#### CUSTOM COLOR CONTACTS

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New  
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Approval

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