

BLOCKBUSTERS



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Practice Management and Purchasing Services for Independent Eye Care Professionals

Blocknotes

Block Business Group

2016 New Year's Resolutions



Michael Block

Those of you who read this column regularly are aware of all the changes facing independent eye care professionals because of private equity investment, consolidation on both the vendor and retail side, and increasing competition from drug chains and most recently department stores.

While there is nothing any of us can do to prevent these changes, we can however resolve to be proactive in our own offices/stores to maintain and grow our patient bases.

Resolution 1...Let's talk about increasing revenues from managed care patients. The best way to do this is to spend time talking to these patients about their lifestyle needs as it relates to their work and leisure activities. Make them aware of frame and lens designs that will help them improve their day to day living. If you succeed in convincing them that they should upgrade their eyewear from the basic plain vanilla managed care offering, you now have to convince them that they can afford it.

Every office that accepts managed care patients should be offering CareCredit to their patients. For those of you unfamiliar with CareCredit, please see the information in the box to the lower right of this column. In a nutshell CareCredit allows you to offer your patients an interest free loan for up to 24 months. I recommend that when presenting the amount of the upgrade or extra pair, instead of saying, for example, "\$400", why not say "\$33 per month interest free for one year." Research has shown that patients are 30% more likely to upgrade at the time of purchase and 50% more likely to buy a second pair if CareCredit is an option.

Resolution 2...Compete with chain stores. Retail chains do approximately 65% of their business after 5 p.m. and on weekends making the hours very convenient for working people. While it is difficult for the average independent to compete with those hours, why not try staggering your hours one or two days a week by starting later and keeping later hours a couple of days a week and keeping your dispensary open on Saturdays. Fortunately, there are many patients out there who prefer the professionalism and quiet privacy of an independent office. It's your job to constantly remind your patients of the professional and personalized service they will receive at your office. Also, it's important that you and your staff take the time to educate your patients about all new lens and frame options that might be beneficial to them. Your patients will be grateful for the information and will look forward to returning to your office next time for their eyewear needs. And who knows, they may even recommend a friend as well.

Resolution 3...Don't lose patients to the internet. The internet cannot examine their eyes, nor can it accurately measure patients for progressives or other types of specialty lenses. If patients are requesting PD information explain to them that your practice charges \$50 for single vision, \$75 for bifocals and \$100 for progressives. Tell them that these fees are included when they purchase eyewear from you. Also remind them that you pretty much warranty their eyewear for its useful life in the form of adjustments or fittings, cleanings, and repairs. Let them know that there are many highly technical lens choices that require professional advice to help them see better, and today there are so many frame choices that a trained professional can help them look better as well.

Have a happy and profitable New Year.

Sincerely,
Michael Block

Elite Vendor Program = \$\$\$

The Elite Vendor Program is back for 2016. Many of you will be receiving your 2015 year end rebates next month. Due to the success of the Program, some vendors have upgraded the Elite Vendor Program offerings for 2016. Contact Block Business Group Customer Service for more information.



CareCredit helps upgrade patient purchases and increases second pair sales. According to an independent optical practice study, the average sale with a CareCredit healthcare credit card is 30% higher than purchases made with cash or major credit cards. Patients are also 50% more likely to purchase a second pair.

Block Business Group members **save 25%** on standard provider processing fees. For more information please call 800-859-9975 (press 1, then 6) or visit www.carecredit.com.

Elite Vendor News

Luxottica Releases Bvlgari and Tiffany & Co. Asian Fit Models

Bvlgari and Tiffany & Co. announce the release of assorted Asian Fit frames in both optical and sun. Asian Americans are critical to luxury and mega city relevance.



Asian Fit allows you to reach more consumers and get better eyewear compliance, which leads to better vision care for all faces. With this addition, all of Luxottica's Luxury brands (Prada, Prada Sport, Miu Miu, Dolce & Gabbana, Tiffany & Co. and Bvlgari) now carry Asian Fit frames. Featured are Tiffany & Co. models OTF2109BF, OTF2117B, OTF4108BF and OTF4106BF. Call 800-422-2020 or visit luxottica.com.

ClearVision Introduces Revo Sunwear Styles

In celebration of the brand's 30th anniversary, Revo announces the return of its classic silver mirror lens, Stealth, and introduces the Solar Orange lens, offering iconic, high tech protection. Both are offered in the Revo sunwear collection available from ClearVision in its first release to the U.S. domestic market. ClearVision is offering over 30 Revo sunwear styles. For every Revo sunglass sold, \$10 will be donated to the *Buy Vision Give Sight* initiative through 2016. Call 800-645-3733 or visit cvoptical.com.



Modo Introduces the Paper-Thin-Acetate Collection

This series for men and women maintains the signature aesthetic of the original Paper-Thin collection while introducing an acetate rim insert. A favorite design detail in the product line is a bridge formed from the acetate rim which gives a minimalistic look that perfectly compliments the light titanium based metal construction. The new products offer richer, bolder colorways with unique textures while continuing to provide an easy v-groove lens application. Featured are models 4502, 4505, 4501, 4500, 4504 and 4503. Call 800-223-7610 or visit modo.com.



Safilo Unveils the Carrera Interchangeable Optical Concept

Following the brand's interchangeable sun-glass concept offered in September 2015, two new ophthalmic frame models 5022/V (round) and 5023/V (square) have a lightweight metal structure with an innovative mechanism that makes the front easily interchangeable, offering a wide array of colors that can be mixed and matched every day to reflect one's changing mood and style. Three options are available to the ECP: optical kit option, sun kit option, or optical and sun kit option. Call 800-631-1188 or visit safilo.com.



Thema Offers the Future of Bespoke with iGreen

iGreen Custom provides a new service combined with creativity and functionality, paramount to delivering the bespoke eyewear experience with an innovative twist. Choose one of two that best fits your store style: **iGreen Custom Cube** for a totally exclusive boutique experience, or, **iGreen freestanding display** with a stunning and "eyecatching" factor. Each provides an exciting process leading to a unique hand picked finish. Your patients will be fully involved in creating their custom glasses, while getting to see every different color and pattern, in both matte and shiny finishes. Call 786-803-8881 or email info@igreeneyewear.com.



Morel Introduces the Lightec Alpha 34

Four new models are offered with stainless steel temples featuring two super-imposed blades assembled at the end-tip and endpiece with a hook. Temples are blue, black, red, gun or green with an overlaying blade in metal tone. The entire temple is complete with matte finish. Features Lightec's screwless Alpha hinge. Call 800-526-8838 or visit morel-france.com.



Silhouette Introduces Titan Accent

With its clear lines, accent print pattern and integrated hinge technology, Titan Accent matches the dynamic lifestyle of the 40+ customer. Eight models are available in 8 lens shapes, featuring vitalizing accents through fine print patterns. Frames are a high quality mix of Titan and SPX materials in soft pastels such as mint green and lavender for women, and masculine colors of slate grey and navy blue for men. Featured are 4497 and 4496. Call 800-223-0180 or visit silhouette.com.



WestGroupe Adds Kliik Denmark Models

Model K-549 is a full rim acetate with a modified square shape, with translucent horn acetate giving it a glossy marble look. Temples are decorated with a metal N-Cap hinge and two metal rivets. In brown horn, purple horn, red horn and black horn. K-550 is also a full rim acetate with a rectangular shape. Transparent acetate creates a crystallized effect in colors of blue grey, black, and tortoise. WestGroupe customers call 855-455-0042. U.S. Western states customers call Classique Eyewear 866-604-5700. Visit westgroupe.com or classique-eyewear.com.

