

## Bad News, Good News

### Closing The Digital Vision Gap

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#### Digital has enhanced our lives

- HD televisions, 3D movies, the tools and screens of instant communication and information

#### Premise

There is a gap between digital's issues and the advantages that digital creates

- Choosing the best lenses
- Digital eyestrain
- Protection from blue light
- "...why they cost so much..."

Understand digital and it will be an answer for the independent

#### Challenges and Opportunities (visit [reviewob.com](http://reviewob.com) for download of Challenges and Opportunities of Independent Optometry)

- Independent market share is stable
  - Vision correction population growing 0.9% annually
  - Refractive surgery removes .5 million patients/year
  - Revenue growth of <2% from market demand
  - Unlikely market encroachment from Ophthalmology
  - Prescribing eyewear and contacts for presbyopes
- Strengths - patient relationships, early instrument adoption, low staff turnover
- Weaknesses – management, ineffective eyewear merchandising (45% profit from dispensary), office hours, ACA, Managed Vision Care, Internet

#### Bad News

Digital vision issues

- 3D and accommodation
  - Digital eyestrain, visual stress
  - Tablets, smartphones, back lit screens
  - Bad blue/good blue light radiation

#### Bad News

- 3D, accommodation
  - Convergence, focus issue
  - 80 ft ± 10 ft
  - Ever changing technologies,
  - Shutter, passive, screen technology
  - Bad News

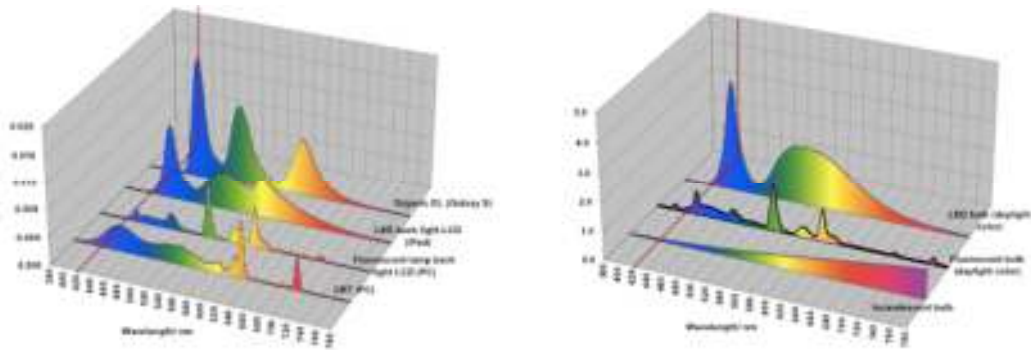
#### Digital eyestrain, visual stress



- >30% population uses digital media 4 to 6 hrs/day
- 14% are at 10 hrs
- 34% are in jobs with prolonged eye demand at mid-range
- Gamers use digital media for hours and hours

**Bad News**

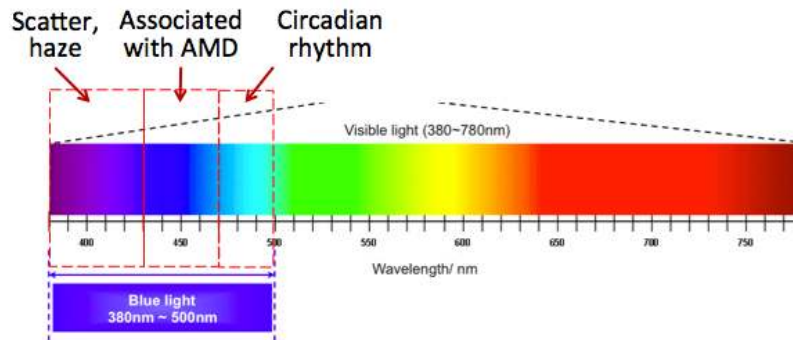
- Tablets, smartphones, back lit screens have new characteristics



(Source: Nikon See Coat Blue CE course, 2020mag.com/CE)

**Bad News**

- Bad blue/good blue light radiation (these are approximations)



**Bad News**

- Tablets, smartphones, back lit screens

**Bad News**

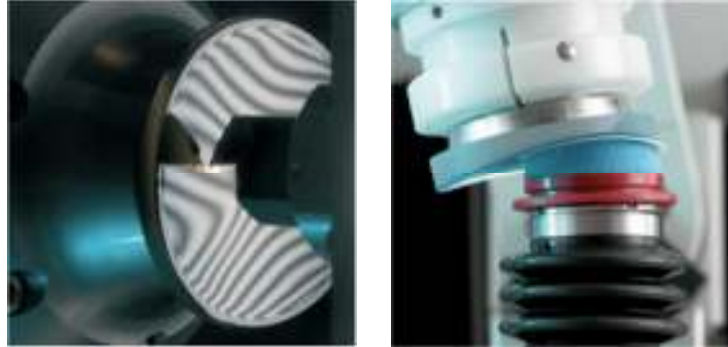
- Online spectacle sales

**Good News**

- Digital is also the solution
- Free-form digitally enhanced lenses



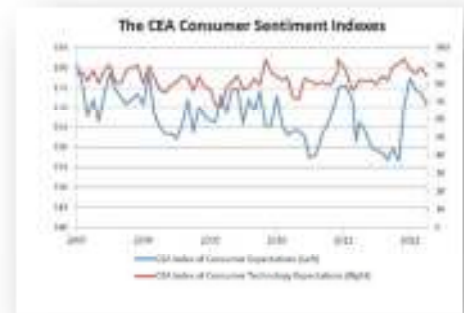
- Digital office lenses
- New coatings construction
- Digital measuring instruments
- Lab finishing techniques
- 



(images, Schneider optical free-form machines)

### Even Better News

- Retail advantage
  - ([BUSINESS WIRE](#))--Consumer confidence in technology reached the highest level in the history of the CEA Index, according to the latest figures released by the Consumer Electronics Association (CEA)®
  -



### Do You Agree?

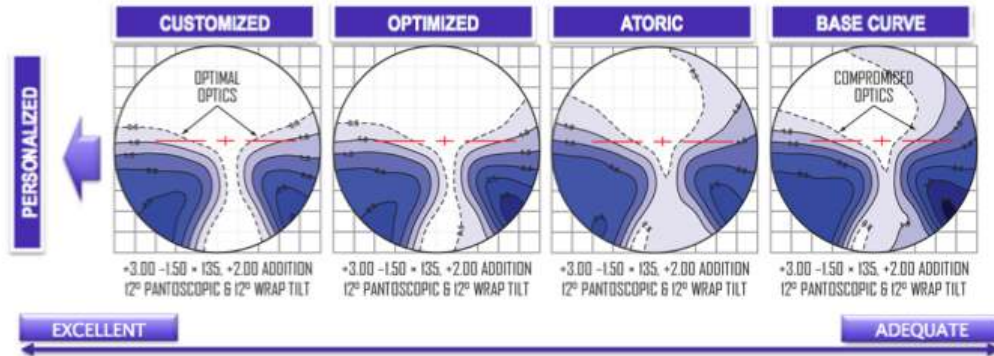
- Freeform has been good for the practice and the patient...
  - Vision, comfort,
  - Uniformity and precision in measurement
  - Sales opportunities
- Competitive advantage

### There Are Gaps

- Digital vs. digital
- Digital vs. Analog lenses
- Default vs. Position of Wear
- Measurements (PD, height, vertex, faceform, wrap)
- Digital eyestrain
- Tablet and smartphone radiation effects, blue light and UV
- Value vs. Price, to the consumer, to the office
- Customer or Patient?
- Generation and gender

## Digital vs. Digital

### From excellent to adequate

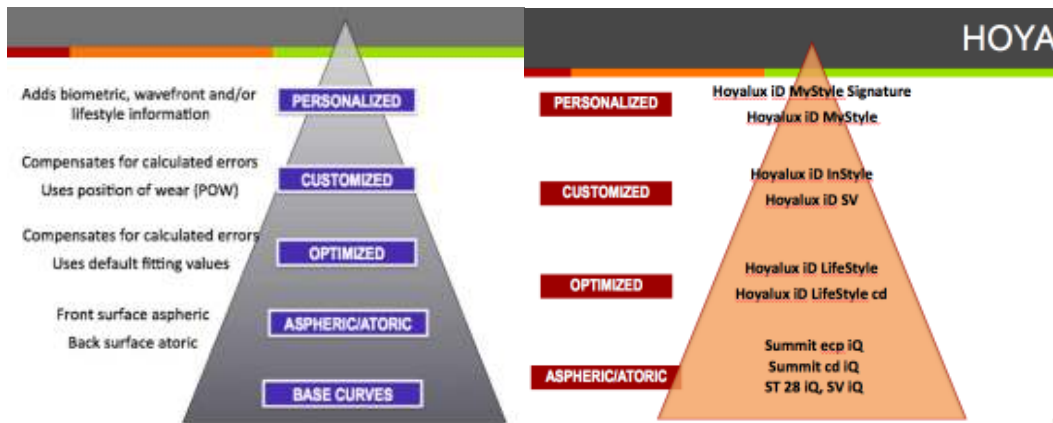


## Digital vs. Digital

- It's the Periphery

## Freeform PAL's and Single Vision

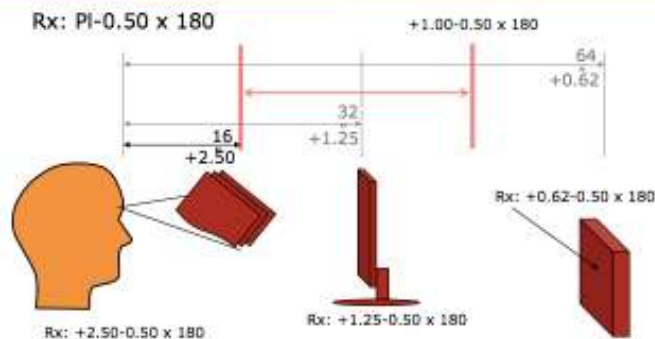
- Added Value
- Freeform products
- Delivers new technologies
- Noticeable differences
- Merchandisable
- Separator



## Digital Solutions, Digital Eyestrain

- Pre-presbyope
  - Slight vertical power change
  - About 0.5D in lower lens portion
  - Balanced for R and L lenses
- Presbyope
  - Reduced or no need for distance power
  - Mid-range and near progressive lens

## Range of View +2.50 Add HOYA Tact, EP40 (40% add range)



### Blue Light Radiation

- Scatter and haze
- Have been implicated in photo-retinopathy and AMD.
- ISO - Blue light hazard function
  - 430-440 wavelengths are most concerning
  - Injury from oxygen free radicals produced

### Reduce Blue Light

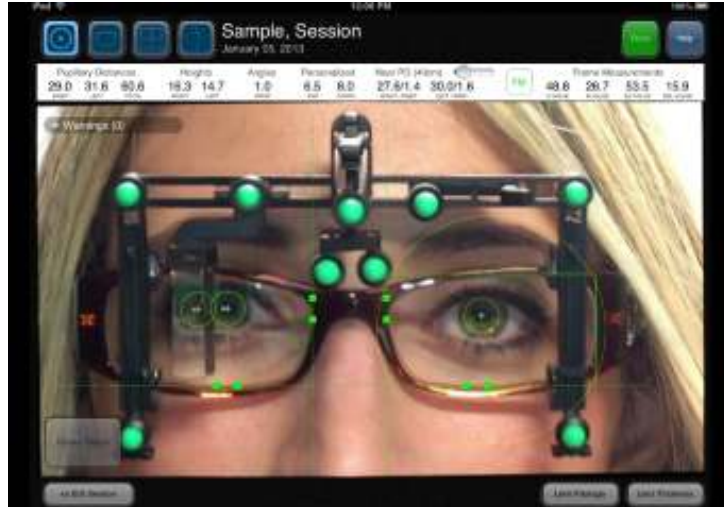
- **RECHARG** AR Coating
- Selectively reduces blue light transmission 10% vs. standard AR
- Benefits
  - Reduced visual noise, eyestrain, headaches
  - Reduced HEV
- Added Value
- Complementary to Rx
- Meets new HEV concern
- Replaces conventional AR
- Delivers all the AR improvements of scratch, ease of cleaning and durability
- Merchandisable
- Separator

### Measuring Up, Digitally

- Must customers be digitally measured?
- Reduces errors
- For customized and personalized lenses



Spectangle



Optikam

### Digital in the Context of Independents

- From the minute they walk in
- 5 key 'value of digital' talking points
  - Customized SV and progressive lenses
  - Lenses for digital eyestrain
  - Coatings for digital devices
  - New measurements for efficiency, precision
  - Advanced technologies not Internet possible
- Delivery, demonstration and affirmation of value

### Close the Digital Gap

- From reception to the dispensary
- Be a technology leader
- Get educated
- Price is what you pay, value is what you receive
- Start tomorrow

### Reading Resources

- [Thevisioncouncil.com](http://Thevisioncouncil.com)
- [Reviewob.com](http://Reviewob.com)
- [Mba-ce.com](http://Mba-ce.com)
- [Opticianshandbook.com](http://Opticianshandbook.com)
- [Sunpresent.com](http://Sunpresent.com)
- [Cleinman Performance Partners \(cleinman.com\)](http://Cleinman Performance Partners (cleinman.com))

### Questions?

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