

DYNAMITE DISPENSING

I. INTRODUCTION

- A. When a patient comes to pick-up their new glasses, this is one of the most important times you will spend with the patient.
- B. This is the beginning of the service side of their purchase. You have already collected their money so now you have to show them they are more than a cash sale.
- C. The patient should continue to receive the same amount of assistance and care as when they first entered the office, were examined by the doctor, and consulted with by the person in the optical to determine the best products to meet their vision needs.
- D. You must continue to reaffirm and reassure them of the benefits they have purchased.
- E. The patient should feel cared about and feel your concern for their well-being.
- F. They should feel that you are available should they have any problem and that they can come to you for service and any future eye care products.
- G. Remember, “the lowest of prices is long forgotten after the remembrance of poor service”.

II. PRESENTING GLASSES TO THE PATIENT

- A. The first impression is very important and that is the presentation of the finished glasses to the patient.
- B. Their vision is very important to them and they should see your concern and pride in your product.
- C. Never carry the glasses to the dispensing station or fitting table in a filing tray. This gives the appearance of being cheap.
- D. Instead, a jeweler’s tray, with a velvet or velour bottom should be used to present the finished product.
- E. Remember, the patient is making a major investment and as such, the dispenser should treat the product in a special manner.

III. ADJUSTING AT DISPENSE

- A. You should always maintain control of the fitting process.
- B. Have the patient place the glasses on where they will be wearing them.
 - 1) The first thing to check is the nose pads.
 - a. They should lay flat and smooth along the side of the nose.
 - b. An ideal fit is for the nose to be centered evenly between the lenses and the weight distributed evenly between the pads.
 - 2) Then make sure the frame is sitting straight across the top. It should not be lower or higher on either side.
 - a. If it is lower on one side, you will need to either lower the temple on that side or raise the temple on the other side according to what is needed.
 - b. If the frame is higher on one side you will raise the temple on that side or lower the temple on the opposite side.
 - 3) When this adjustment is finished, you will need to look at the temples. **The temple should not touch the patient’s face until it gets to the ear.** The temple bend is where the pressure against the skull begins.

- a. The bend should start at the top of the ear and follow the angle of the back of the ear and skull. It should be about a 45 degree bend, but it must follow the shape of the patient's skull.
 - b. Heat the temple in a bead pan or with a frame warmer until pliable.
 - c. Then place the bend directly above the top of the ear. Grasp the temple at the bend and gently roll your thumb down to the bottom of the temple applying light pressure to form an inward curve that should follow the skull as closely as possible.
 - d. Be very careful with the pressure you are putting on the temple when you get to the bottom of the temple cover because the metal part of the frame stops before it gets to the end of the temple cover and it is very easy to break off the tip of the temple cover.
 - e. Be sure it is still warm when making this bend. Make sure the temple curves in as the skull curves. This keeps the frame fit and snug to the face.
- 4) Panoscopic tilt is very important when adjusting frames.
- a. Most frames have some panoscopic tilt already but high minus lenses and high index lenses need more wrap and more panoscopic tilt on the frame than normal.
 - b. Also, progressive lens need more panoscopic tilt than normal.

IV. DISPENSING PROGRESSIVE LENS

- A. Always explain the proper use of multi-focal lenses and the inherent benefits the lenses provide.
- B. Your enthusiasm and knowledge will help convey a positive attitude to any adjustments the patient may have to make to this new lens.
- C. Your positive attitude can mean the difference between success and failure for the patient in adjusting to any particular product.
- D. Place the glasses on the patient with the markings still on the lens to make sure the glasses are fitting properly.
 - 1) Always let the patient place the glasses where they will be wearing them.
 - 2) Then remove the markings and give them back to the patient.
 - 3) Check the distance vision first and then give the patient the reading card with the 20/20 print and ask them to read the smallest print they can read.
 - 4) Turn the card over and let them read phone numbers, map, menu print, etc. Explain how the design of the progressives you have chosen works and demonstrate that by turning the head and pointing the nose at reading material they will get the best near vision for reading. Also, demonstrate how moving the head up and down will increase or decrease the clarity of their vision at near.
 - 5) Remind the patient that progressive lenses require more adjustments than single vision lenses, especially if they get bumped or dropped.

V. DISPENSING TO CHILDREN

- A. Children's bone structure is different than an adult's and requires different adjustment techniques.
- B. Children's heads tend to be rounder than on adults. As a result, the angle of the end-piece in relation to the temple must be changed so that it is

greater than the normal 90 degree angle so the temples won't put pressure on the side of the head.

- C. Spring hinges are also good for children to help decrease the pressure on the side of the head and they also hold-up better with children putting them on and taking them off.
- D. Children also have long eyelashes that tend to touch the lenses. By adding 15 to 20 degrees of panoscopic tilt to the frame it will keep the lashes from touching the lenses.
- E. Children are usually very active and frequently engage in rough playing so they need their frames to be held securely in place. You will need to be more aggressive in the bending and angling the temple into the skull behind the ear because a child has very little bridge to hold the frame so the temples are the only mechanism that holds the glasses firmly in place.
 - 1) To do this, make the first bend at the top of the ear and then follow the curve of the skull but make sure it fits very snug.
 - 2) Then add the slight bow at the end of the temple where the skull curves in.
 - 3) Place one hand on each side of frame where the temples connect to the front and pull out. You should feel very little give when you pull frames out.
 - 4) The bridge of most children's nose does not fully develop until age 16 or older. Therefore, they won't have the same angle on their nose pads that an adult would have.
 - 5) Their nose pads will need to have a larger splay angle and more flare to the pad itself.
 - 6) Each child will be different so just take your time and make sure you do a custom fit for each child.
 - 7) Remind parents that children need more frequent adjustments than adults do and you will be glad to take care of them.

VI. PROPER CARE AND MAINTANENCE

- A. Another very important part of dispensing is explaining the proper care and maintenance of their glasses.
- B. All lens materials need to be rinsed before they are wiped to prevent scratching by any foreign matter such as sand or grit.
- C. Soap and water can be used to clean lens material but always have a good cleaner available for purchase so they have optimum vision with their lenses.
- D. **NEVER PUT PAPER PRODUCTS ON LENSES.** They have wood fibers in them that will scratch lenses.
- E. If they have non-glare lens, inform them to never put any cleaner on their lens that is not approved for anti-reflective lenses.
- F. I recommend giving them either a small bottle of cleaner or pre-moistened wipes when you dispense the glasses to start them using a good cleaner in the beginning.
- G. When they use these cleaners they will return to purchase cleaner because soap and water just doesn't work as well.
- H. Inform the patients that even though the lenses have a warranty and a scratch coating, proper care and proper cleaning are their responsibility and the best way to ensure extended, problem free wear.

- I. Ensure that the patient knows that in the process of cleaning or any other time they notice a lens is loose, they can return to have the screw tightened for no charge.
- J. Inform the patient that a 1-2 week period may be needed to learn to use their new lenses. If at any time during this period they experience any problems or perceived problems, encourage them to call if they have any questions.

VII. FINALIZING THE DISPENSE

- A. Sincerity on your part is crucial. If you have done your job, you had a major part in the frame selection process, so sincerity should come natural.
- B. Always compliment the patient on their choice.
- C. Point out any unique features the frame may have and include any advantages the frame may have over others they looked at.
- D. After all adjustments are made, have the patient look in the mirror and ask them how the glasses look and feel.
- E. If the patient has any problems with the look and feel of the glasses, make any adjustments needed before they leave the dispensing table.
- F. Always inform the patient of anything they might experience with their new glasses.
- G. Progressive lenses may take several adjustments before the fit is correct.
- H. Let them know you expect to see them back in your office for an adjustment.
- I. The most common complaint I hear are from progressive wearers. Most of the time it is a problem that could be remedied with an adjustment and they were not told of the possible need for further adjustments or they didn't feel comfortable returning and asking for an adjustment.
- J. This is an important part of our job in the optical, to ensure patient satisfaction because we want our patients to return for all their eye care needs.
- K. I recommend calling them within a week of purchase, especially if they are a new progressive wearer, to make sure they are not having any problems and are enjoying their new eyewear.
- L. The patient should feel that their questions are welcomed and that their satisfaction is your number one concern.

VIII. CLOSING THOUGHT

You can be a dynamite dispenser and ensure that your patients will return to you for future purchases because they know you will continue to take care of their needs even after the sale.