

Optometry Coding & Billing Alert

Revenue Boost: Are Remakes Eating Away at Your Optical's Profits?

You don't shell out for the cost of remakes immediately, but if you have a high remake rate, you will most certainly pay more when it comes time to set terms with your lab, warns **Joy Gibb**, an optical manager and consultant who regularly teaches classes at Vision Expo.

To calculate your optical's remake ratio, divide remake eyewear orders by total number of eyewear orders over a specific time period, such as the previous 12 months.

Tip: Ask your optical lab for your optical shop's remake stats and how they compare to other opticals your lab works with, Gibb suggests.

What's average: Fifteen percent of all spectacle lens orders require remakes. Some well-managed private opticals manage to get their remake ratios down to 5 percent. If you have a 20-25 percent rate, you know you have some problems to fix, says Gibb.