

Optometry Coding & Billing Alert

Revenue Boost: Fortify Optical Profits with Multiple Pair Sales, Upgrades

If your capture rate is good, congratulations! Now it's time for your optical to make the most of that capture rate by optimizing multiple pair sales and anti-reflective lens upgrades.

How to calculate your optical's multiple pair ratio: Patients purchasing two or more pairs divided by total number of patients purchasing eyewear from your optical.

Most people use only one pair of prescription glasses regularly, but 30 percent use two pairs regularly and 6 percent use three pairs regularly, according to VisionWatch data. The older the client, the more likely he is to own multiple pairs. Men are slightly more likely to own multiple pairs than women.

Your optical manager can boost the multiple pair ratio by training opticians on products and sales techniques.

Tip: Teach opticians to ask patients about hobbies and computer use. Such interest is not only good eye care and good customer service □ it's a potential launching pad for a second pair discussion.

How to calculate your optical's anti-reflective lens ratio: Total number of antireflective lenses sold divided by total number of lenses sold.

About 40 percent of lenses sold in the U.S. are anti-reflective, according to AOA data. In contrast, 90 percent of lenses sold in Europe and Asia are anti-reflective, which indicates there's more consumer demand than U.S. opticals might think.

Your optical manager can boost anti-reflective lens sales by teaching opticians how to explain the benefits to patients. For example, calling them "no glare lenses" can clarify for patients what the upgrade can actually do for folks who use computers a lot, drive at night, or have high-index prescriptions.