

Educate for patient satisfaction

This month Transitions Optical launches an online education program offering eyecare professionals in-depth understanding of how Transitions' family of adaptive lenses can contribute to patient satisfaction and enhance practitioner's expertise as healthcare suppliers.

'In an industry with constantly evolving technology and premium products with sophisticated features, it is important for all practice staff to be able to translate technical product features into patient benefits. The online education program will provide a great source of product knowledge and business insights for practices,' says Denis Fisk, Sales Strategy & Development Director for Transitions Optical Australia and New Zealand.

The education modules take optometrists, practice managers, dispensers and optical assistants on a journey from the technical details of Transitions lenses to strategies for business growth, including increasing patient bases, identifying new target markets, and providing choice to customers to increase satisfaction.

Continued professional development is essential for business sustainability, says small business expert and mentor, Jerry Kleeman.

'The business owners I have mentored say that the best thing about ongoing education is the opportunity to work on their business as well as in it. We often become too focused on day-to-day operations to save money in the short term when a little time spent in training can be priceless when it comes to new strategies and processes that can be implemented in the business.'

'It is also important to stay abreast of new techniques and tools available as well as the latest thinking when it comes to marketing and business strategy because the competition in the retail industry means everyone has to evolve to survive,' says Jerry.

But further education is not just about surviving in the industry - it's about being authentic.

'Being authentic is about having knowledge. Knowledge can empower you to interpret advanced technology of premium products to communicate the benefits to your customer or patient,' says Jerry.

'Authenticity is also a huge advantage as it can earn you more trust from patients and team members. Think about the products you sell - you wouldn't expect a patient to be satisfied with a product that isn't authentic and reliable because you can't trust that it will perform as it is meant to.'

Available via an online portal, the education program consists of five interactive modules split into two levels. Participants are guided through each module and receive a certificate for completion of each level. The two levels and related modules cover;

Level One: Product technology and how to recommend and discuss.

- The basics of photochromics
- Transitions lenses portfolio
- Recommending and discussing Transitions lenses

Level Two: A deeper understanding of some key business development areas.

- More choice, more opportunity
- Maximising your patient base

All participants who complete levels 1 and 2 by the end of October will receive a \$25 gift voucher. Access the education program here transitions-education.com or contact ainfo@transitions.com for more information.

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About Transitions Optical

Transitions Optical was the first to successfully commercialise a plastic photochromic lens in 1990. Transitions® lenses, are the #1-recommended photochromic lenses worldwide, offering the most advanced photochromic technology with the widest selection of lens designs and materials.

Transitions performance sunwear line use the same advanced photochromic technology, providing a visual advantage for outdoor activities. They not only provide blockage against 100% UV rays, but also adapt to changing light conditions with colour / contrast enhancement and improved depth perception, making them ideal for sports such as driving, golfing, cycling, boating and others.

A fun, free, five-minute interactive guide by Transitions Optical is also available to help patients understand the many types, benefits, functions and features of different types of lenses. For more information and to take the quiz, visit: www.my-glasses-guide.com

To experience simulated vision through Transitions lenses visit the official website: www.transitions.com or contact the customer service line on 1800 626 433 (Australia) or 0800 355 555 (New Zealand).