QUESTION

Why is it important to take good care of our pediatric patients?

LENSES

- Accurate Optics
  - Top Quality Vision = Top Quality Products
  - Accurate Patient Measurements = Accurate Optics

- PDs with Props
  - Puppets or toys
  - Get the child’s attention
  - The Card Trick
  - Give Them A Boost
    - Less apprehension
  - Seg Height Success
    - Wider bifocal
    - Placement
    - Progressives

- Impact Resistance
  - Polycarbonate
    - High Velocity Lens Test
    - Scratch Protected/UV Protected
  - Trivex™
    - High Velocity Lens Test
    - Scratch Protected/UV Protected
    - Lightweight
LENSES

• Tribrid
  - Newest lens in PPG family
  - 1.6 Index
  - Recommended Rx range
    • +/-3.00 to +/-7.00
  - Stronger than standard 1.60 lens

• Cosmetic Appeal
• High Index Materials
  - Minus Lenses
• Aspheric Lenses
  - Plus Lenses
• Anti-Reflective Treatments
  - "Can we borrow a frame?"
  - What are your best selling techniques?

• UV Protection
• You are the expert!
  - "Do you apply sunscreen to your child before they go outside to play?"
  - Health benefits
• Photochromic Lenses
• High Index, Polycarbonate, Trivex™
• Sunglasses/Clip Ons

FRAMES

• Looking Good
  • "If you build it, they will come"
• On their level
  - Take knee
• Take the lead
  - Favorite color
  - "Do your friends wear glasses?"

• Respond
  - This is not a "do it yourself" project
• Budget
  - Ask the parent
  - Bundle/Package pricing
  - Watch your inventory

• FABs
  - Feature = characteristic
  - Advantage = what it adds
  - Benefit = what it means to the patient
• Branding
  - TV characters, sports figures
• I want to be like you!
FRAMES

- Overall Durability
- Spring hinges
- Memory Metal
- Titanium

FRAMES

- The temples
  - Cable-type vs Skull
  - Too tight or too short cables
- Size
  - Proportionally correct for face size
  - Will lenses cut out correctly
  - Signs that it's too narrow
  - Grow into vs fits well now

FRAMES

- Fit and Feel
  - The bridge
    - Majority of weight is on nose
    - Saddle vs Adjustable Nose pads
    - Fitting tips

FRAMES

- Frames for special and unique needs and fits

FRAMES

- Shapes and Colors
  - Balance Them Both
  - Face Shapes
FRAMES

- Bolds vs Pastels
  - Darker colors tend to wash out complexions of younger children
  - Pastels are a better choice for infants
- Fair Skin vs Darker Toned Skin
  - Fair skin = light & soft colors
  - Darker skin = strong bright colors
  - Summer vs winter
- Have Fun!

MULTIPLE PAIRS

- Sunglasses
  - Plano and Rx
  - Gifts

MULTIPLE PAIRS

- SECOND PAIRS
  · Your recommendations count!
- Sports Glasses
  - Window displays & merchandising
  - Goggles
  - Community recreation
  - What sports need them?

WARRANTIES

- What’s your office’s SOP?
  - Frame
  - Lenses/Coatings
  - Written vs Verbal
  - Know the warranty information
  - Up front insurance policy or as needed?
- Adds value

MULTIPLE PAIRS

- Backup (Relief) Pairs
  - Emergencies
  - School
  - Contact Lens Wearers
  - Ocular muscle imbalance

TRAINING

- Education is essential to success!
  - Part of the dispensing process
  - Case, cleaner, cloth
  - Make it special & make it important
TRAINING

- Removal
  - Pets, siblings
  - "In the case when not on your face"
  - "Does he/she wear them all the time?"
- Cleaning and care
- Adjustments

Pediatric Conditions

- Strabismus
  - Esotropia - In
  - Exotropia - Out
  - Hypertropia - Up
  - Hypotropia - Down

TRAINING

- Office SOP

Pediatric Conditions

- Strabismus treatments
  - Several options and a variety of opinions
  - Open communication is key

Pediatric Conditions

- Strabismus
  - When both eyes do not properly align on an object
  - Usually caused by unequal tension of the ocular muscles
  - Can be caused by trauma or ocular muscle paralysis
  - Early eye exams and treatment are critical

Pediatric Conditions

- Strabismus treatments
  - Bifocals
    - Width
    - Bisects the pupil
  - Progressives
    - Short corridor
    - Lens layout
    - Cosmetically more appealing
Pediatric Conditions

- Prism
  - Can change as child's vision progresses
  - If significant change - verify
  - Explain thickness to parents

- Amblyopia
  - One eye does not reach normal visual acuity
  - May align properly, but not focus properly
  - Early detection and treatment is key
  - Can lead to severe vision loss if not treated

Pediatric Conditions

- Amblyopia treatments
  - Corrective eyewear
  - Typically single vision
  - Occluding the good eye
    - Patches
    - Atropine drops

Reading only

- Progressive lenses
  - Short fit corridors
- Durable frames
- AR treatments

Conclusion

Confidence
Communication
Fit
Education

Working with children can be one of the most gratifying experiences of your career!

Thank you for attending!

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