

# Managing Choice

Navigating patients through the Transitions® family of brands

## Quick Study Activity Guide

### Offering choice can:

- Grow your patient base
- Differentiate your practice
- Meet different patient lifestyle needs

*But, sometimes choice can get complicated. Your patients look to you for assistance.*

### Are you delivering on what patients expect?



**70%** expect their eye doctor to make a lens recommendation

**36%** said their eye doctor was great at making a recommendation



**61%** expect their optician to make a lens recommendation

**25%** said their optician was great at making a recommendation

### How can you make the best product recommendations?

- Use positive language to create a positive patient experience
- Recommend based on individual lifestyle (not good, better, best)
- Recommend Transitions lens products in the right way

#### Transitions® VI

Fully clear indoors and darken to just the right amount of tint outdoors.

*Emphasize full clarity.*

#### Transitions® XTRActive®

Always active, for extra protection.

Comfortable hint of tint indoors to shield the eyes from the strain of artificial light.

*Emphasize protection from bright light outdoors and indoors.*

#### Transitions® Vantage™

The only adaptive lenses with variable polarization, for crisper, sharper vision, even in the brightest outdoor glare.

*Emphasize new technology and crisper, sharper vision outdoors.*

*Emphasize that all Transitions lenses block 100% of UVA and UVB rays.*

For self-guided training, go to:  
[www.brainshark.com/transitions/managingchoice](http://www.brainshark.com/transitions/managingchoice)

Transitions®  
ADAPTIVE LENSES

## Activity 1:

Thinking about your patient base, fill in what percentage of your patients fall in each of the categories below.

### Patients who

- Are interested in outdoor comfort
- Value fully clear lenses indoors

\_\_\_\_%

### Patients who

- Are indoors and outdoors frequently
- Are light sensitive
- Are especially concerned about eye health

\_\_\_\_%

### Patients who

- Are outdoors more
- Want superior vision/latest technology
- Appreciate vibrant visual experiences

\_\_\_\_%

### Other patients

\_\_\_\_%

Now that you've put your patients into categories, what type of lens would you recommend for each of these groups?



**Offering the complete Transitions family of products creates the choice your patients want... and the patient satisfaction you desire.**

Transitions® lens wearers are **79% more likely to be completely satisfied** with the practice where they bought their lenses vs. other lens wearers.

## Activity 2:

How will you use positive language to describe each Transitions lens product to your patients? Write in the words you will use below.

### Transitions® lenses

### Transitions® XTRActive® lenses

### Transitions® Vantage™ lenses

## Activity 3:

Three steps to help better guide your patients.

### STEP 1: Ask questions and listen for cues

Verbalize the questions below for each of the Transitions® lens products. Asking your patients these questions will prompt the cues needed to recommend the right product. Use the blanks to fill in your own questions you may ask your patients.

	Questions to ask	Cues to listen for
Transitions® lenses	<p>Are you interested in the outdoor comfort provided by adaptive lenses?</p> <p>Which is more important outdoor comfort or indoor clarity?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Interested in the outdoor comfort provided by adaptive lenses</p> <p>Wants full clarity indoors</p> <p>Likely to be clear lens wearers</p> <p>May have worn Transitions® lenses previously, but stopped due to old technology</p>
Transitions® XTRActive® lenses	<p>Are you sensitive to light?</p> <p>Are you only sensitive to outdoor light or does indoor light also bother you?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Light sensitive</p> <p>Especially concerned about eye health, eye strain and fatigue</p> <p>Frequently indoors and outdoors</p> <p>Interested in the benefit of an indoor tint</p> <p>Appeals to both clear lens wearers and photochromic wearers</p>
Transitions® Vantage™ lenses	<p>How active are you outdoors?</p> <p>How important is your vision outdoors?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Spend more time outdoors</p> <p>Outdoor vision is a primary concern</p> <p>Technology driven</p> <p>Uses glasses for sports and outdoor activities</p> <p>May currently wear photochromics</p>

**STEP 2: Start with one recommendation, based on your patient's responses and your expertise**

- Remember to use positive language
- Always mention that all Transitions® lenses block 100% of UVA and UVB rays – this is important to your patients
- Demonstrate the product
- Use the Transitions patient brochure to help highlight your recommendation



**STEP 3: Discuss concerns or adjust your recommendation**

Even after a thorough recommendation, some patients may still have questions or concerns. Ask why and help address these concerns or adjust your recommendation. Below are common questions about Transitions® lens products and how to answer them.

**Patient Concern: Transitions® lenses don't work behind the windshield.**

**Be Proactive: Ask your patient what they currently wear while driving. If the answer is clear lenses...**

- Transitions® lenses are activated by UV. Since windshields block most of the UV, they work the same as clear lenses in a car.
- We can discuss a second pair of prescription sunwear if you are concerned with driving in bright light. Also, I'd recommend Transitions® XTRActive® lenses which darken behind the windshield because they activate in response to both UV and visible light.
- Some of my other patients have also found a pair of clip-ons to keep in the car is a great solution for when you are driving right into the sun. We recommend Transitions® lenses as the best pair of glasses for your everyday needs.

**Patient Concern: Transitions® lenses do not become fully clear indoors; they are old fashioned.**

**Response:**

- You may be thinking of an old generation of technology. The technology has improved a great deal over the years and Transitions® lenses are now fully clear indoors – especially when an anti-glare coating is added. They also work in all of the current frame styles.
- Transitions® lenses come in gray or brown so you can pick the one that complements your skin tone or frame! Which color would be best for you?

**Patient Concern: Transitions® lenses are too expensive.**

**Response:**

- Transitions® lenses protect your eyes by blocking 100% of harmful UVA and UVB rays and help the eyes adjust to changing light better than they would on their own, providing a better value than traditional clear lenses do.
- In fact, nearly all our patients who get Transitions® lenses insist on them with their next pair. I'm sure you will really enjoy the comfort they provide.
- Also, many insurance plans cover Transitions® lenses or you could use your plan as a discount to help offset the price.

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