



yes we can
help you

LUXOTTICA[®]
Accessibility Training

yes
we can
help you

meet your customers and patients

amy

Hi, my name is Amy! I have a wonderful husband and family, and I lead a very full life. I like to sew, work with clay, scrapbook, garden and complete home-improvement projects.



I have an amazing dog—a King German Shepherd named Cortez. He's more than a pet; he's a service animal, and my faithful companion. I use a wheelchair to get around because I have degenerative disc disease, fibromyalgia, and diabetes—so Cortez helps me pick up the things I drop, helps me with the laundry, carries groceries, opens doors, brings me the phone when it rings, bumps me when my blood sugar is low, and so much more! He's invaluable!

Things do get challenging when I go out. It's important that I can get in and out of the places I need to go, like the post office or eye doctor, and that once I'm inside I can move around without obstacles. If I'm going someplace I've never been before, I often use Google Earth to view the building and the surroundings, so I know if it will be accessible for Cortez and me.

Once I find a place that's accessible, where the people are friendly and helpful and I can do what I need to do, I'll keep going back there. It's frustrating when I go someplace new, and the people who work there are intimidated or don't know what to do to accommodate a person in a wheelchair, or don't know how to react when they see Cortez. No one wants to be ignored or disregarded. It's the simple, human side of things—making eye contact, a smile, saying hello—that will keep me coming back. I'm just a part of this diverse world, just like you!



barbara

Hi, I'm Barbara! I live in Louisiana with my husband, and I am an avid walker and 5K, 10K, and half-marathon racer. I have a master's degree from the University of Cincinnati, completed a graduate program at Gallaudet University, worked as a paramedic, and later owned an industrial safety training company. Today I own a training and consulting firm.

I have hearing loss, and my service dog alerts me to sounds and does retrieval tasks for me. When I go to a store or business, friendly, welcoming employees are important. My service dog is working when we are out, so it's important that he's not distracted. I've found that background music in stores or offices can make it difficult for me to hear anything else clearly. Turning it down low would be very helpful.

Since its passing in 1990, the ADA has been extremely helpful to me, making it possible for me to have my service dog with me in public places so I can function better and safely. I look forward to a greater understanding and implementation of the ADA in public places and businesses.

mike

Hi, I'm Mike! I live in Ohio with my wife, and I work as an internal SAP consultant. I love to exercise and work in the garden. I used to travel a lot for work, so I've seen a lot of the world—one time I found myself in Singapore, Hong Kong, and Moscow within a two-day stretch!



When I was 16, I started losing my eyesight to hereditary macular degeneration. Today I can see about 2-3 feet in front of me with my peripheral vision, and it diminishes as it gets to the center—kinda like driving in thick fog. I haven't seen my feet in years, but that doesn't slow me down! At work, I use a larger monitor to help me see what I'm working on. At home and at work, I keep the things I need in the exact same place all the time, so I know they'll be there when I reach for them. So don't move my coffee cup! The technology for the glasses I use was originally developed by NASA. The lenses are made of crystals that have to be grown in zero gravity, and they magnify 50 times. So you might see me come into your store for my check-up; I have to keep track of my eyesight so I can keep my glasses!

The notion that my other senses (mainly hearing) have grown stronger due to sight loss is simply not true. I have learned to "tune things out" so I can concentrate better, and I certainly pay more attention with my ears for things like crossing the street, for example, but my hearing is the same as it's always been. When I am out at a store or business, I have to be careful and take it slow. Not all hallways and aisles are straight, and sometimes there are obstacles where I don't expect them, like sudden steps, for example. So if you see me in your store, just let me know where I'm walking, and I'll be fine!



arlene

Hello, my name is Arlene! I live in Ohio with my husband, and we have two children and four grandchildren. I enjoy quilting, sewing, gardening, hiking, and reading, and I work as a relocation administrator.

I have hereditary hearing loss which eventually caused complete loss of hearing in both ears, but with bilateral cochlear implants my hearing is restored to a degree. Pretty amazing! Because I lost my hearing later in life, I speak clearly and most people would not recognize right away that I have a hearing disability. I like to tell people about it when we're communicating because I don't hear things the same way a person without hearing loss does. If I'm listening to music, for example, I hear the bass most prominently and not much of the lyrics. Voices sound higher to me than they really are, and it's hard to tell how loud my voice is when I'm speaking. Sometimes I hear things once and then again with a slight delay. In short, it takes more focus on each sound when I'm communicating, especially when there is a lot of background noise. So, as you can imagine, by the end of the day I'm exhausted! The best thing you can do when communicating with me is speak like you would to anyone else!

yes
we can
help you

as a global leader

Luxottica is committed to providing access to quality vision care and eyewear by meeting the diverse needs of all our patients and customers.

We're Passionate about treating everyone with respect, care, dignity, and compassion. This includes being flexible about the best ways to serve people with disabilities who may need special assistance to get an eye exam or shop for eyewear.

When asked if we can accommodate a patient or customer's special needs, the answer should always be, "Yes, we can help you!"

Just as every person is unique, the range of special needs and accommodations can be very individualized. You should always communicate with patients and customers about their individual needs. Becoming educated about the Americans with Disabilities Act and the critical role you play in helping Luxottica comply with the law will help you deliver outstanding service in some common situations.

Please review the accommodation and communication principles on the following pages. When you have finished, you'll be asked to take a short assessment to ensure your understanding of the content.



be flexible
about the best
ways to serve
people with
disabilities



first let's answer some questions

What is the ADA, and does it apply to Luxottica?

The ADA is a federal law that prohibits discrimination against people with disabilities. The ADA requires that businesses open to the public provide equal access to facilities, including the services we offer, such as eye examinations and shopping for eyewear. The ADA ensures that people with disabilities are treated the same as everyone else.

Yes, the ADA applies to your store! It applies to all businesses that are open to and offer products and services to the public.

Does it apply to sublease ODs and franchisees?

Yes, the ADA applies to sublease ODs and franchisees. Sublease ODs are independent business practitioners who lease space from Luxottica and must independently ensure that their practices and the services they provide are in compliance with the ADA. Franchisees are also independent from Luxottica and likewise must ensure their own compliance.

What happens if we don't comply with the ADA?

There are consequences if we fail to comply. Businesses can be sued by the government or by private individuals, and may be required to pay fines, costs, and attorney fees. Luxottica expects all associates to be familiar with and comply with ADA policies regarding accessibility. As with any company policy, failure to comply can be the basis for disciplinary action.

remember

- When accommodating people with disabilities, relax and use your common sense.
- People with disabilities are not fundamentally different than you.
- There are over 500 known disabilities, and individual life experiences strongly influence the adaptations developed by people with disabilities.
- Listen to people's needs and never make assumptions about their abilities.
- It's up to us to help make sure disabilities are seen as challenges, not burdens.
- All information about a person's disability is confidential.
- The answer is always, "Yes, we can help you!"



People with disabilities are 20 percent of America's population and its largest minority group, and each is a potential customer. They and their families want to patronize businesses that welcome customers with disabilities. Studies show that once people with disabilities find a business where they can shop or get services in an accessible manner, they become repeat customers.

this training will cover:

1. Using people-first language
2. General communication tips
3. Accommodating people who:
 - Have a service animal
 - Use a wheelchair
 - Have hearing loss
 - Have a vision impairment
4. Important phone numbers and next steps

people with disabilities become repeat customers



using people-first language

The power of language is immeasurable!

Words are powerful tools, and when used properly can have great, far-reaching benefits. Through language, we create opportunities, inspire generosity, and celebrate differences. But sometimes through speech we create unnecessary barriers for people; using people-first language will help you avoid this.

A person's disability is only one facet of who they are. Always put the person before the disability.

Use these common people-first terms:

- Woman with a disability
- Child who uses a wheelchair
- Person with a vision impairment
- Boy who is deaf

try this

Compare the above terms to these other ways of talking about people with disabilities:

- “My disabled uncle is coming for dinner tonight.”
- “That blind girl is trying to cross the street.”

Do you hear the differences? “My disabled uncle” makes him disabled first and an uncle second. And it also immediately defines him in a negative manner, creating a weakening connotation.

What do you hear with the second example?

How would you phrase it differently?

general communication tips

Communication is key!

When accommodating customers with disabilities, many business owners and employees are not sure what to say or do. The following communication principles should help.

You may be nervous at first, but this is normal! Just be YOU!

The goal is to find practical solutions for communicating effectively with your customers. Be creative! For example, if your patient is a person who is deaf, exchanging written notes with her or him may be effective:

- Usually a customer will tell you how best to communicate. If not, it is perfectly fine to ask! Speak directly to the person with a disability rather than a companion or interpreter who may be present.
- Find the best way to communicate. The person may want to speech-read (read your lips) or write notes.
- Speak as you would to a non-disabled person.
- If you offer assistance to a person with a disability, wait until the offer is accepted, then listen or ask for instructions.
- Assisting without permission is not appropriate.
- Pay attention to body language—your own and your customer's. It offers important clues about what's being said.

your responsibilities

Always keep these ideas in mind and adjust how you speak to and about people with disabilities:

- Don't be nervous to ask people with disabilities how you can assist them.
- Emphasize *abilities*. No one wants to be known for what he or she cannot do.
- Don't underestimate people with disabilities. It is wrong to assume a person's physical disability has lessened his or her mental abilities.
- Avoid grouping people with disabilities into labels. For example, don't refer to people with vision disabilities as "the blind."

Never use the following words or terms when referring to people:

- Crippled
- Handicapped
- Retarded
- "Wheelchair-bound" or "confined to a wheelchair"
- "Afflicted with"

When referring to a person without a disability, it is a common mistake to use the term "normal," but this implies that a person with a disability is not normal. When a comparison is being made, the term "non-disabled" should be used to refer to the person without a disability.

general communication tips (cont.)

try this

If scheduling an appointment over the phone, get in the habit of asking: "Will you require any special assistance during your appointment?" Think about how you might ask this question in your own words.

In person, if you have someone with a disability enter your store, you might say: "Be sure to let us know how we can best assist you today."

How would you say this in your own words?

How would you express this to a person with hearing loss?

And remember ... while you should ask about their needs, you should not ask about their disability itself.

your responsibilities

You are encouraged to communicate with patients and work together to accommodate their needs. Your customers will appreciate that we are concerned with the quality of service we provide them.

helping a person with a service animal

First, let's answer some questions

What is a service animal?

A service animal is a dog that has been individually trained to do work or perform tasks for an individual with a disability, such as alerting them to sounds or performing retrieval tasks. In some instances, miniature horses are also used as service animals. They are working animals, not pets. Keep in mind that a service animal could look like a pet.

Are we required to allow service animals in our store?

Yes, you must allow customers to bring a service animal into all areas of the store where customers are normally allowed, and you cannot separate the customer from the animal. You may request the removal of a service animal only if the customer fails to control it or it is not housebroken. Even if you suspect that a service animal is really just a pet, you should err on the side of caution and allow the service animal to accompany the individual into the store.

If necessary, you may ask only the following two questions:

1. Is the animal required because of a disability?
2. What work or task has the animal been trained to perform?

Remember that you may not ask about the person's disability.



your responsibilities

Remember, service animals are not required to be certified. You may ask for certification, but the customer is not required to provide it.

- The owner and service animal are a team.
- Never distract a working service animal.
- Never feed or throw toys to a working service animal.

And last, keep in mind, most service animal owners are proud of them and like to talk about them. If you're not sure, just ask. It's okay to be curious, but be respectful!

Be aware that military people returning from war with new disabilities are increasingly using service animals to assist them with daily activities as they re-enter civilian life.

allow the service animal to accompany the individual into the store



helping a person using a wheelchair

First, let's answer some questions

Are we required to provide eye exams to patients using wheelchairs?

Yes! Doctors must make eye exams available to all patients, regardless of disability.

Do patients in wheelchairs have to be provided a same-day appointment?

Same-day appointments should be offered to patients in wheelchairs if we offer them to other patients under the same circumstances at the location.

Are patients in wheelchairs required to provide advance notice?

No. It's best to get in the habit of asking all patients during first contact if they will require any special assistance at their appointment. This way, you'll be better prepared to assist patients and provide an outstanding experience.

What are the requirements of providing an exam to a patient in a wheelchair?

Generally, a patient in a wheelchair should be offered the same services as a patient who is not in a wheelchair. If your store is equipped with an exam chair mover, follow the instructions near the chair. Be prepared to make other adjustments to exam equipment, instruments, and procedures, as needed. For example, use handheld instruments, conduct pre-testing in the exam lane, adjust the height of refraction equipment and eye charts, and consider scheduling additional time for the appointment.

What if a sublease doctor has questions?

Sublease doctors must make their own decisions about accommodating their patients; however, Luxottica supports sublease doctors by offering best-practice suggestions to assist them.



your responsibilities

Remember, a customer might be using a wheelchair for a number of reasons, including mobility, circulatory, or respiratory issues. Always ask if you are concerned about the patient's wellbeing at any time during their visit. People with physical disabilities treat their wheelchairs as extensions of their bodies:

- Never make assumptions about people who use wheelchairs. They may have a wide range of disabilities and varying levels of abilities.
- When possible, promptly move any furniture or obstacles that impede a customer from entering or moving around your store and examination areas.
- If your store is equipped with an exam chair mover, follow the instructions near the chair to accommodate the patient.
- Do not lean or hang on someone's wheelchair.
- Never patronize a person who uses a wheelchair by patting them on the head or otherwise "feeling sorry" for them.
- Never move adaptive equipment (chair, cane, walker, etc.) outside a person's reach.
- Be careful when assisting someone who uses adaptive equipment. Ask how the equipment works if you are unfamiliar with it.
- Place yourself at eye level whenever possible when speaking to someone who uses a wheelchair.

yes
we can
help you

helping a person
using a wheelchair (cont.)

your responsibilities

Make the patient experience as easy as possible:

- Adjust tables and equipment as needed to meet customer and patient needs.
- If encountering challenges in the pre-test area, conduct the pre-test in the exam lane.
- Assist the customer at the dispensing counter if he or she is encountering obstacles elsewhere.
- If a customer experiences challenges with the contact lens room, teach insertion and removal in the exam lane or other appropriate location.
- At the cash wrap, come out from behind the counter to assist customers as needed.
- Call Store Maintenance if a repair is needed in order to ensure accessibility.



doctors
must provide
eye exams to
all patients

wheelchair accessibility



helping a person with hearing loss

First, let's answer some questions

Are we required to provide a sign language interpreter?

In many instances, yes; however, Luxottica may first consult with the patient to make an independent assessment of what type of auxiliary aid, if any, is necessary to ensure effective communication. If in doubt, and a patient requests a sign language interpreter, you should agree to provide one. Patients and customers will provide you with the name of the interpreter they regularly use, and Luxottica will pay for the interpreter's services even if the cost surpasses the cost of the exam. If the customer or patient does not provide the name of an interpreter and you are unable to locate one in your area, call the Accessibility Hotline at 1.800.215.2020 for assistance.

Does Luxottica have to pay for the interpreter?

Yes, in employed doctor locations. Luxottica does not have to pay for the interpreter's travel or travel time.

Do sublease doctors pay for the interpreter?

The sublease doctor should bear the cost of the interpreter, even if the cost surpasses the cost of the exam; however, Luxottica could agree to share the cost of the services because the customer may wish to shop for products in the retail area as well.

Can we refer patients with hearing loss to another location or ask that they come in at a different time?

Generally, no. For example, In limited circumstances it may be appropriate to do so in order to secure an interpreter for the patient's exam.

hearing loss

your responsibilities

Follow these guidelines, and you will be sure to provide an outstanding customer experience to your patients with hearing loss:

- First, try not to be intimidated or scared to communicate. Be you!
- Ask questions! Find the best way to communicate with your customer. Using written notes is perfectly fine!
- If a person is wearing a hearing aid, don't assume they have the ability to discriminate your speaking voice. A hearing aid makes everything louder, not just speech.
- Never shout to a person with hearing loss unless he or she asks you to speak up; simply speak in a normal tone.
- To gain a person's attention, waving or stepping up beside him or her will work.
- Use body language. It offers clues to what you are saying and what your customer is saying.

Phone communication:

important:

Those who answer the telephone must accept and treat relay calls just like other calls.

The communications assistant will explain how the system works if necessary.

When communicating over the phone with a person who has hearing loss, be aware that they may use either a text telephone (TTY) or text messaging instead of a standard telephone. The Federal Communications Commission (FCC) has established a free telephone relay network to enable communication with businesses. A person who uses such a device calls the relay service at 7-1-1, and a communications assistant calls the business and voices the caller's typed message; then the assistant will type your response to the caller.

make the patient experience as easy as possible:

- If your store has background music playing, offer to turn it off or down if it would help.
- If there are numerous people in the store, or excessive noise outside the store, ask if it would help to go into a quieter area of the store to communicate.
- Some people with hearing loss might “bluff” or pretend to understand you, either out of frustration or so they don’t draw attention to themselves. If you’re having trouble, rephrase rather than repeat. Try using different words to express your ideas.

ask yourself

Hearing aids restore hearing like glasses restore sight, right?

No. Hearing aids amplify all sounds, not just speech.

Do all people with hearing loss speech-read (read lips)?

No. And for those who do, even the most proficient speech readers only pick up about 30% of what’s being said.

Sounds are the same for all people with hearing loss, right?

No. Hearing loss varies—some people hear high sounds, some low sounds, some only a flat sound. Some people may hear singular words, but not be able to follow a full sentence. Be aware!

All people with hearing loss know sign language, right?

No. Most people with hearing loss rely on assistive listening systems (hearing aids) or captioning. This is why it’s crucial to identify the best communication method for each individual and only call on a sign language interpreter when appropriate.

helping a person with a vision impairment

At Luxottica, this is our specialty! Most of our customers and patients will come to us with vision that allows them to move about without assistance, but some may be coming to us for the first time with severe vision loss. We are here to help them!

your responsibilities

Always identify yourself and others who are working with you when meeting someone with a vision impairment. When conversing in a group, remember to identify the person to whom you are speaking. Follow these guidelines:

- Describe the surroundings so that your customer or patient knows where there are obstacles, where they can sit, and where the restrooms are located.
- Before taking them anywhere, describe the path you will follow, and when there might be steps or other obstacles.
- Never touch someone with vision impairment unless they know you are there. Offer your arm, and move slowly.
- When accompanying a person with a vision impairment, read him or her any posted signs that are important to their visit or pertinent to their examination.
- Don't stop helping abruptly. Let the person with a vision impairment know before you leave.
- If the person with a vision impairment has a service animal, ask if the animal will guide him or her, or if your assistance is needed.
- Individuals who have a vision impairment are not generally hard of hearing. Don't raise your voice when speaking.



congratulations!

You're ready to confidently say, "yes, we can help you!"

If necessary, refer to this booklet when you are working with a patient with a disability.

Contact Store Maintenance if a repair is needed in order to ensure accessibility:

513-765-3500

storemaintenance@luxotticaretail.com

What do we do if a customer or patient has a complaint about how we accommodate individuals with disabilities?

1. Ensure that you receive concerns about accessibility in a professional and courteous manner. The patient or customer should call the external Luxottica Customer Accessibility Hotline Monday-Friday at the following number between 8 am and 5 pm Eastern Time to report the complaint:

855-592-2237 (855-LXACCESS)

2. If the customer or patient would like to submit a complaint in writing, allow them to do so and send it to:

Luxottica

Customer Care

4000 Luxottica Place

Mason, OH 45040

what's next

If you still have questions, please review further any necessary information in this book, and then tell your Manager you are ready to proceed to the Assessment.

accessibility training assessment

Yes, we can help you!

Choose the best response to each of the following ten questions.

1. You're on the phone finalizing an appointment with a new patient. Which of the following questions best demonstrates people-first language?
 - a. You're all set! Should we be aware of any handicaps you might have?
 - b. You're all set! Are you in a wheelchair or anything like that?
 - c. You're all set! Will you require any special assistance during your appointment?

2. You are scheduling an appointment for a new patient, and when you ask if she will need any special assistance during her appointment, she tells you she uses a wheelchair. How can you best handle this appointment?
 - a. Gather as much information about the patient's disability as possible, so you know what to expect when she comes in for her appointment.
 - b. Schedule the appointment like you would any other, but allow more time for the appointment so you can adjust equipment and modify procedures.
 - c. Tell the new patient you're sorry she has a disability, and you will do everything you can to accommodate her.

3. When referring to a person without a disability in comparison to a person with a disability, which of the following terms is it best to use?

- Non-disabled
- Normal
- Not handicapped

4. A young man walks into your store to make an appointment. He tells you he is deaf and requests that you provide a sign language interpreter when he comes in for his appointment because he has a lot of questions about his eyesight and he doesn't speech-read very well. How should you approach this request?

- Communicate to him that the doctor can probably handle the appointment using written notes, and an interpreter won't be necessary.
- Communicate to him that he should bring his interpreter with him when he comes in for his appointment, and remind him that the cost of the interpreter is his responsibility.
- Tell him that you will honor his request, obtain the contact information of the interpreter he usually uses, or call the Accessibility Hotline if he doesn't have one.

5. Jan is a new patient, and she uses a wheelchair. Her exam went smoothly and she loves the store and the staff! But when she comes in for her fitting, you notice it's difficult to reach her face across the counter for adjustments. What's the right thing to do to make sure Jan becomes a repeat customer?

- Help Jan move to the end of the counter so you can sit closer together for fitting and adjustments.
- Ask Jan to wheel around to your side of the counter so you can reach her face.
- Simply hand the glasses to Jan and have her make any adjustments while you explain how.

6. You are helping a woman with insurance questions and final payment at the cash wrap. A man who uses a wheelchair enters the store and heads toward the counter to sign in, but one of the waiting area chairs is in the way. What's the right thing to do?
 - a. Tell him you'll be right there to help, quickly finish with the woman's questions and payment, and then move the chair.
 - b. Greet the man, excuse yourself from the cash wrap for a moment, and move the chair so he can get to the counter.
 - c. Politely ask another customer in the waiting area if they wouldn't mind moving the chair so the man can get through.
7. A woman enters the store with a dog on a leash. She explains, "It's ok, he's a service animal." But the woman is not using a wheelchair and doesn't seem to need any special assistance at all. What's the right thing to do?
 - a. Ask to see the animal's certification, stating that the dog can only remain in the store with proper verification.
 - b. Tell the woman the animal seems more like a pet, and she'll have to leave the dog outside when it's time for her examination.
 - c. Allow the dog to accompany the woman during her examination and to all areas of the store.
8. Ben is a patient who has been coming to your store for years because of the excellent customer service he receives. Ben has a service animal, a dog named Roxxy, who the staff has grown to love. When training a new associate about Ben and how to handle Roxxy, what's the best explanation?
 - a. Ben loves to talk about Roxxy. They're a team! It's ok to pet Roxxy a little, but you don't want to distract her from her duties. Roxxy can accompany Ben anywhere in the store.
 - b. Ben loves to talk about Roxxy. It's ok to pet Roxxy as much as you want, and be sure to have lots of dog treats on hand!
 - c. Ben and Roxxy are a team! Ben loves to talk about Roxxy. We keep all of Roxxy's toys in this drawer.

9. A new patient, Emma, is finished with her examination and you both head to the cash wrap to finalize the appointment, answer any questions, and go over next steps. Emma has slight hearing loss and uses a wheelchair. She is having trouble hearing you and seeing you over the counter. What's the right thing to do?

- a. Come out from behind the cash wrap, sit with Emma, and take your time to answer her questions, review next steps, and finalize her appointment.
- b. Stand up behind the cash wrap so Emma can see you and hear you better. Lean over and ask if she has any questions.
- c. Stay seated behind the cash wrap and speak loudly and clearly. It's not necessary that Emma can see you as long as her questions are answered and she knows what to expect next.

10. Kevin is a new patient, and he uses a wheelchair. He's getting contact lenses for the first time. When it's time to teach him how to insert and remove his new contacts, you find it challenging to maneuver his wheelchair in the contact lens room. What's the right thing to do?

- a. Write down the instructions on paper, tell Kevin to practice when he gets home, and call if he has trouble.
- b. Do the best you can in the contact lens room, and apologize to Kevin that he's experiencing difficulty.
- c. Teach Kevin how to insert and remove his contacts in the exam lane.

yes
we can
help you

Assessment Answers:

1. c	6. b
2. b	7. c
3. a	8. a
4. c	9. a
5. a	10. c
