RIGHT THE FIRST TIME PROGRAM

TeamVision
Eye care, together.

Right The First Time combines the behaviors from **Consultative Selling** with optical knowledge, accuracy in order entry, and leveraging our tools for measurements, frame/lens selection, and insurance resulting in eyewear our patients love. When something isn't right, we want the patient to return to the office so we can make it right! Many times, this results in an exchange, remake, or worse - a return of the product. Our goal is to get it **Right the First Time** for our patients and the **Right The First Time Program** helps to ensure we have awareness to each remake and provide training or coaching to reduce remakes.

The Health Of The Business- There are financial impacts when remakes occur.

- A remake can cost your office as much as **$120 per remake** – this includes product and/or manufacturing cost, time for the Team Member to trouble shoot and/or enter the remake, as well as potential chair time of the Doctor.

- In addition, you are unable to help new patients and/or convert additional units since you are spending your time with returning patients.

Indicator To The Patient Experience- Patient satisfaction will impact their future to return to your office or purchase glasses from your office in the future.

- When our patients see value in their products and are happy with how their eyeglasses function, they will likely return to purchase more and refer friends and family members.

Establish a Right the First Time (RTFT) Program in your location:

1. Review the RTFT Reporting in Ciao! Toolkit Reporting for your location(s). Goal is to have under 10% Remakes for your location. EPP redemptions are removed from reporting.

- **Retail Units =** complete pair, frame only, lens only, and contact lenses (total sale regardless box count = 1 unit)

- **Remake % =** remade units / total retail units

- **Return/Remake Usage** = Remake usage but no impact to units – ATF, Add or Remove EPP, etc.

- **Return/Remake Units** = Remake usage and units - the number you should aim to reduce!

2. Educate and ensure Accurate Reason Code Selection in Ciao!:

   - Incorrect selection will cause your results to be inaccurate.

   - When there are multiple changes to the order (seg height, lens change, and frame) select the one that has the most impact.

Service Remake	Product Remake
• Restyle Frame (Look/Fit) • Restyle Lens (Type/Material) • Rx Entry/Measurements • Dr. Rx Change • Order Cancelled • ATF Price Adjustment • Add, Remove, Redeem EPP	• Frame Flaw • Lens Flaw • Lens Not Made to Order • Damage Replacement (Non EPP related)

- For Doctor Rx Change, ensure it is a true Rx Change. Typically, when changing a measurement and a Rx change, if the Rx change is .25 diopter or the OD goes back to the original Rx, the root cause of the remake is often not an Rx change.

3. Many remakes are preventable, and practices should work urgently to reduce these remake types.

- **Eliminate** these remakes by using the Tools & Resources (EyeRuler, Lens Assortment Guide & Ranges, etc.) available and double checking the data we enter in Ciao! Optical:
  - Rx Entry/Measurements
  - Payment Correction - Tender/Insurance
  - Ordered Cancelled - Not Available/Range

- **Reduce** these remakes by focusing on Consultative Selling and educating our patients with Lens Simulator or using Frame Selection tools like SmartShopper.
  - Restyle Lens
  - Restyle Frame

4. Use the **Eyewear Analysis Form** found in Toolkit (page 2) Using this tool helps identify root cause and provides an all-in-one document for future feedback with the selling optician.

- Many times, simple adjustments (i.e., Pantoscopic tilt, face form) and patient education and expectations will help prevent a remake altogether.
- The Eyewear Analysis Form is a tool that provides an all-in-one document troubleshooting and coaching form for future feedback with the selling optician.

- Use the **Examine** section to compare the Rx, lens type, and measurements between their current Rx (one that works) and the new one (the pair that doesn't work well.
- Use the **Resolve** section to attempt to avoid the remake based upon chief complaint.
- Use the Remake section to document what you are remaking (changing).

Note:

- If RxO sends eyewear that is incorrectly manufactured or has a defect you should **reject the order LPA during Final Inspection**. This triggers RxO to re-produce the order again and prevents needing to re-order in Ciao! or enter a remake.
  - This will be duplicate of what is reflected on the Lab/Tray ticket.
  - Any changes to the order (i.e., lens color change, Rx, BF to SV, etc.) must be entered as a remake in Ciao! Optical customer order.

At the time of sale, we can begin take steps to avoid remakes from happening:

1. **Consultative Selling-** *Learn, Listen, and Lead* with appropriate frame and lens recommendations based upon what you learned about your patient.

   CONSULTATIVE SELLING
   Tools & Resources

   TeamVision

   - Lead with Preferred lens products- remember these were selected because patients told us they preferred these options over others.
   - Personalize and tailor your recommendation to the patient so they can visualize themselves wearing the eyeglasses- this also gives the patient the opportunity to object if they don't think it will work.
   - Get to the root of how your patient will wear and use their eyeglasses.

2. **Lens Simulator-** Show the patient what you are talking about!
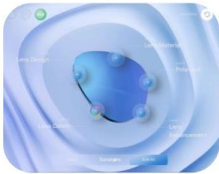
   - Visually show the what to expect from the lenses.
   - Utilize the built in product knowledge information and videos as needed.
   - Use Lens Sim to reinforce/compare your lens recommendation.

3. **Lens Assortment Guide (with Ranges)-** Confirm makeablity and avoid cancelled orders.
   - Find Rx power ranges and minimum seg height details on page 2 of the lens guide.
   - Check with tenured opticians for unique scenarios (small PD with large frame, high Rx) and confirm their understanding of best solutions/products.
   - Oakley and Costa have specific Rx ranges based upon the frame model .
     - For all Authentics (RB, OK, Costa) safety frames, and sports goggle, use the specific UPC vs. generic UPC (blue tag or unknown UPC) in Ciao! Optical.

Eyezen Start

Indexes:	Blue Light Filter & All Crizal				Transitions® GEN S™ & All Crizal				Transitions® XTRActive & All Crizal				Sun & Crizal SunShield			
	MAX TP	MIN TP	CYL	HT Min	MAX TP	MIN TP	CYL	HT Min	MAX TP	MIN TP	CYL	HT Min	MAX TP	MIN TP	CYL	HT Min
Plastic	+10.00	-12.00	+6.00	H 14mm	+10.00	-12.00	+6.00	H 14mm	+10.00	-12.00	+6.00	H 14mm	N/A	N/A	N/A	N/A
Polycarbonate	+6.00	-10.00	+6.00	H 14mm	+8.00	-10.00	+6.00	H 14mm	+8.00	-10.00	+6.00	H 14mm	+6.00	-10.00	+6.00	H 14mm
Hi-Index 1.67	+9.00	-14.00	+6.00	H 14mm	+9.00	-14.00	+6.00	H 14mm	+9.00	-14.00	+6.00	H 14mm	+6.00	-10.00	+6.00	H 14mm
Hi-Index 1.74	+13.00	-14.00	+6.00	H 14mm	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

4. **Confirm Rx-** Double Check using the hard copy of the prescription.
   - Hold the Rx up next to the iPad or monitor to confirm the Rx is entered correctly and that you've selected the correct Rx (Review again prior to tender).
   - For team members with multiple instances of the same remake reason, have a tenured optician or manager check Rx and measurements before proceeding on .
     - PM can control in Ciao! Optical Back Office.

5. **Insurance Billing-** Use Auto-Calc plans when possible.
   - When using a bill actual plan, slow down!
     - if you are not clear on the process, take a partner prior to tendering.
     - Leverage Insurance Binder for details.

6. **EyeRuler 2-** Use EyeRuler 2+ for all measurements:

- Pay attention to patient posture and head positioning.
- **Pre-Fit** frames prior to capturing image.
- Utilize **Photo Comparison** if patient cannot decide or see their selection.
- When troubleshooting it will allow you to review the image you've originally captured to identify where it went wrong.
- Troubleshooting guide available in Toolkit.

7. **Trial Frame-** Great way to show the patient what the Rx will look like (set's clear expectations):

- Leverage the OD when you can.
- Follow State & regional Laws.
- Can be used at time of sale or remake.

8. **Detailed Notes-** Leave notes in the Ciao! Profile.

- At time of sale, if patient declines your recommendation, make a note.
- Leave notes that will help you sell the right product in the future.
- Update **Lifestyle** Questionnaire in Ciao!

9. **Second Opinion-** get a peer or optical expert involved.

- If you are unsure that you're addressing your patients needs of that you've captured an image correctly, run it buy a peer.
    - Measure twice, cut once.
    - Your patient's will appreciate your attention to detail and willingness to get it right!

10. **Shipping to RxO-** Follow all shipping protocols to RxO.
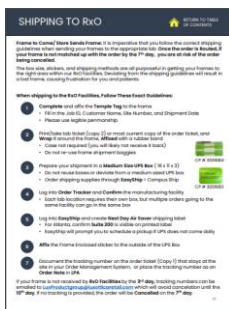
- Top reasons why orders are cancelled is because the lab does not receive the frame in the designated timeframe.
- Check Order Tracker to identify which lab is producing your eyewear.
- See pg. 45 & 46 of the Order Management guide for shipping details.

11. **Dispense**- Create value and celebrate the patient's eyewear!

- Use Lens Simulator to remind the patient of what to expect with their new eyeglasses
- Reinforce that they look great!
- Educate on cleaning and maintenance.

The reporting does not include patient names or the associate that sold the eyewear. Follow the steps below to identify the patient so you can review the order and coach to the remake reason.

How to Identify the patient:

1. Log into the Ciao! **Back Office.**

2. Run **Returned Merchandise Report** to identify if a remake has occurred (look at reason codes):

3. Check **Electronic Journal** for patient name:

Note:

- Check for remakes **Daily**- If you try to do an entire month it will be time consuming & your team member may make the same mistake with different patients.

- May be beneficial to use your closing paperwork (receipts) to identify if a remake has occurred in addition to reviewing your Returned Merchandise Report & Electronic Journal.
  - Find a tracking process that works for you and your practice.

- When reviewing your Electronic Journal, you're looking for lines that show a zero balance and the status of **Complete** .
  - If the patient upgrades there will be a positive dollar amount listed and giving money back to the patient will reflect a negative number.

- Looking up patient names is a similar process to Frame Recovery processes, it maybe helpful to complete both activities at the same time (more frequently than less).