

THE ULTIMATE AR COATING DISPENSING CHECKLIST

Follow these simple steps to help your patients see the value of enhancing their lenses with new and improved TechShield® Anti-Reflective Coatings.

Wear what you recommend.

Your personal success stories with a product carry as much, if not more weight with your patients than anything you'll read from a technical sheet.

Demonstrate the difference.

Almost 95% of patients don't know AR coatings improve the way they look in their lenses.* Simply showing a pair of lenses with AR and a pair without AR is often the only convincing a patient needs. A TechShield AR Coatings demo lens works great for this purpose.

Leverage the lifestyle benefits.

AR coatings offer specific benefits for almost any lifestyle. Highlight these benefits with your patients. A questionnaire can be a big help assessing lifestyle needs.

Speak to the safety features.

Better vision at night, especially behind the wheel, is a big draw for patients on the fence about adding an AR coating.

Educate on visual improvement.

Nearly 85% of patients don't know that an AR improves their overall vision.* Making them aware gives them another reason to add an AR coating.

Demonstrate the cleanability.

Use your demo lens and pen to show how TechShield AR Coatings repel surface marks and smudges, making it easier to clean.

Highlight the value of enhancing...or the cost of not.

Explaining that a good AR coating can extend the life of their lenses and save them money in the long run can be awfully convincing for cost-conscious patients.

Instill confidence in their decision.

Remind your patients that TechShield AR Coatings are backed by a two-year warranty to remove any anxiety about their purchase.

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*The Vision Council, VisionWatch - AR Lens Buyers (Dec 2016)