

# THE ULTIMATE AR COATING DISPENSING CHECKLIST

Follow these simple steps to help your patients see the value of enhancing their lenses with 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 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 repels surface marks and smudges, making it easier to clean.

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

Explaining that a good AR 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.

**techshield**<sup>™</sup>  
**TechShieldAR.com**

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

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