
CONTACT LENSES PART 2: OPERATIONS MANAGEMENT SYLLABUS

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Program Description

We want to welcome you to our second program in our Contact Lens Series; Contact Lenses Part 2: Operations Management. Follow along as we walk you through elements of the Contact Lens Success Program. We will provide different approaches to present the Contact Lens Success Program throughout the Patient Cycle. This program offers guidance on how to discuss financial counseling with a patient in regards to contact lenses at your office. Our online training focuses on providing a guide to processing orders at your office. We provide additional supplemental information on items that may come across, operationally, outside of the patient cycle.

Program Prerequisite

- Contact Lenses Part 1: The Basics

Program Materials

- Contact Lens Success Program
- Financial Counseling Scripts
- Contact Lens Pricing Tool

Program Requirements

- Complete all courses within the program
- Pass all assessments with 80% score
- Join us for a live session review

Learning Objectives

- Overview elements of a Contact Lens Success Program
- Overview of Financial Counseling with patients
- Supplemental information of contact lens operations outside of the patient cycle

Program Outline

1. **Elements of the Contact Lens Success Program within the Patient Cycle**
In this course the learner will gain the understanding of the elements that make up the Contact Lens Success Program. The includes the service fees, the contact lens evaluation tiers, and the benefits of ordering contact lenses from your office and how to present this throughout the patient cycle.

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2. **Financial Counseling**

In this course we will provide key points when discussing the presentation of the contact lens sale based on the doctors prescribed lenses. We provide strategies and scripting examples as well as suggestions on how to include glasses in addition to contact lenses. This program also allows the learner to consider additional situations that may arise and how to best respond.

3. **Order Process**

In this course we will provide a guide to the process of ordering contacts to systemize this procedure and create consistency within your office. We call attention to additional training resources that can be utilized to implement these processes at your office.

4. **Supplemental Information for Operations Management**

In this course we offer additional resources for operational management for contact lenses outside of the patient cycle. This includes additional forms and tools that can be utilized. In addition, we provide key stats to follow the productivity of your contact lens sales.